kracke consulting
IDEAS • SOLUTIONS • EXECUTION

BRANDING MODELS
Branding Structures Defined & Illustrated

BY SARAH KRACKE

BASIC BRANDING MODELS

ENDORSED

Multiple names/brands are endorsed by the parent organization. There is an umbrella name and an overall consistent approach, but the partners keep their separate identity.

The parent adds value to the individual brands with its endorsement.

BASIC BRANDING MODELS

BRANDED

Brand autonomy wherein the parent organization is invisible to the consumer.

MULTIPLE BRAND IDENTITIES

BASIC BRANDING MODELS

PARENT EXLCUSIVE

Monolithic

Louisiana Community &
Technical College System

PARENT DOMINANT

Sponsored entity uses parent brand

Louisiana Community &
Technical College System

Delgado Community College

PARTNERED IDENTITY

*Endorsed--Connecting individual
identities with no graphic unity*

Louisiana Community &
Technical College System

Delgado
COMMUNITY COLLEGE
New Orleans, Louisiana

BASIC BRANDING MODELS

BRAND DOMINANT
Graphic unity with tagline endorsement from parent brand

Delgado Community College

Louisiana Community & Technical College System

BRAND DOMINANT
Graphic separation with tagline endorsement from parent brand
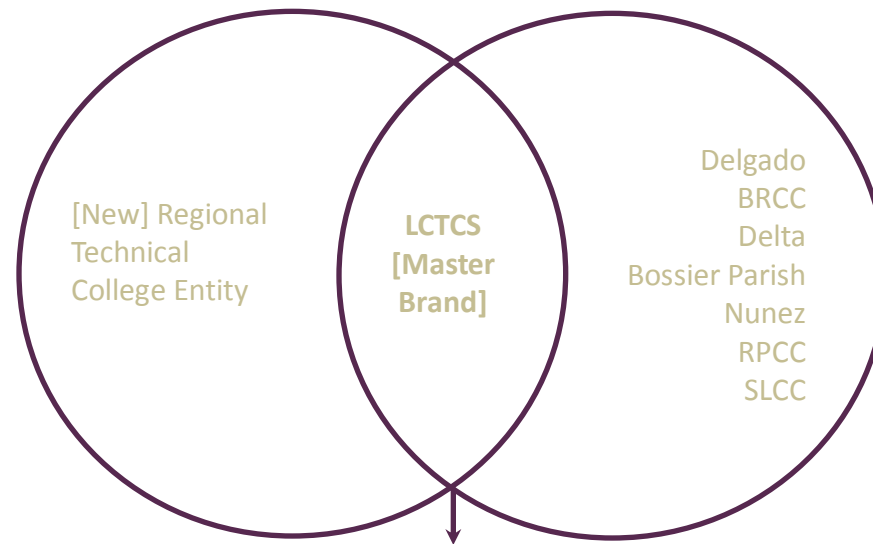
Louisiana Community & Technical College System

BRAND AUTONOMY
Individual identity with no connection to the parent brand

RECOMMENDED BRANDING STRUCTURE

[New] Regional Technical College Entity

LCTCS [Master Brand]

Delgado
BRCC
Delta
Bossier Parish
Nunez
RPCC
SLCC

One identity for all system-sponsored colleges and entities

Common Mission and Vision

Common Commitments
to community, students, shareholders and board

Master Brand Positioning
brand values

Master Brand Characteristics
brand attributes

BRAND DOMINANT WITH GRAPHIC UNITY

Louisiana Community & Technical College System

Delgado Community College

Louisiana Community & Technical College System

Baton Rouge Community College

Louisiana Community & Technical College System

Louisiana Delta Community College

Louisiana Community & Technical College System

South Louisiana Community College

Louisiana Community & Technical College System

Bossier Parish Community College

Louisiana Community & Technical College System

Nunez Community College

Louisiana Community & Technical College System

River Parishes Community College

Louisiana Community & Technical College System

BENEFITS

Why have a "parent" brand?

- Greater efficiencies, economies of scale

- More leverage in the community, region

- Minimize confusion in the marketplace

- Unify a diverse organization

THE END