

## Notes Day 8

**Session name:** Workshop on brand strategy and identity for think tanks

**Trainer name:** John Schwartz, Naomi Isaacs, Claire Syrett, Erika Perez León - Soapbox

It is possible to have a brand strategy and not a visual identity. A brand is not only graphic design work. Verbal identity is as important as visual identity. Associations, feelings about you - you can't control it. You should intentionally direct how people feel about your brand.

Elements need to work together - be delivered in a clear, coherent and deliberate way over time.

For think tanks, brand helps to

- Plant your flag
- Serve as an internal framework
- Inspire, define and galvanise
- Set you apart
- Serves as shortcuts to meaning