

Brand Development

Directions:

Choose one of the following profiles and create a brand name and logo for the business. Then write a half-page explanation describing why you chose the name, who you believe it will appeal to and how the logo will add value to the brand.

1. **Business Type:** Deli restaurant

Location: Downtown Boston, Massachusetts

Mission Statement: We are a hometown, family-run deli which provides the greater Boston area the best deli meats and cheeses available while inspiring and invigorating the community through our friendly, attentive service and involvement in community organizations.

Description: Opened in 1987 by brothers Nick and Frank Anderson, the deli prides itself on having always used meats, cheeses and breads from local grocers when possible. Since opening, the wives, sons and daughters of Nick and Frank have all worked in the deli in some capacity, but the deli has also hired six non-family member employees. Involvement in the community includes the deli's annual picnic in Boston Common, a large lunch gathering hosted and catered by the deli in the famous Boston park. Proceeds of the picnic benefit a local antipoverty nonprofit organization. The deli is best known for its signature Tom's Club, the favorite sandwich recipe of Nick's and Frank's father, Tom.

Target audience: Families and professionals in Boston

Price range: \$8 sandwiches to \$1,000 catering services

2. **Business Type:** Community college

Location: Suburban Atlanta, Georgia

Mission Statement: We are a public college enriching the lives of our students, faculty and community by providing knowledge, skills and life-long relationships to those involved in the many programs we provide. We are committed to exposing Atlanta to literature, arts and humanities in unique and remarkable ways.

Description: Founded in 1992 by a group of retired university professors, the college has always focused on the liberal arts and the 18 programs of study offered. The most popular majors are English literature, sociology and philosophy. Students most commonly earn associate's degrees, but bachelor's degrees are available in these three majors. Enrollment in the average semester is roughly 2,100. The average student is 23 years old, which is a few years older than other universities and colleges in the Atlanta area. Sixty-eight percent of those enrolled are part-time students with off-campus jobs and 21 percent of students have children.

Target audience: Middle-class high school graduates, 20 to 25 years old

Price range: Roughly \$1,500 per semester (less than half the price of average state universities)

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3. **Business Type:** Financial management

Locations: Phoenix, Arizona; Los Angeles, California; Santa Fe, New Mexico

Mission Statement: To enhance the financial well-being of America through our expert financial advice and management. We strive to educate and guide our clients with healthy financial practices, innovative investment techniques and exceptional asset management.

Description: Opened in 1978 by Richard Garcia and Melinda Martin in Phoenix, this large financial advising firm began with three clients, all small businesses needing accounting and tax guidance. Now, the firm has three locations, and its 121 employees contribute to the financial management of 59 businesses and 34 wealthy individuals. The firm prides itself in being thorough and professional, providing clients with elaborate, innovative options concerning banking, taxation and investment.

Target audience: Small to midsize business owners and wealthy individuals (minimum account value of \$1 million)

Price range: Varies by circumstance; fees between 1 percent and 2 percent of account value

4. **Business Type:** Homeless shelter

Location: Downtown St. Louis, Missouri

Mission Statement: We aim to assist those suffering from difficult circumstances with food, clothing and shelter in order to strengthen the St. Louis community. We believe in providing services which help our guests realize their potential and achieve fulfillment.

Description: Created by a city agency in 1989, the shelter houses roughly 40 homeless people each night and provides guests with dinner and breakfast. During the day, the facility is used for laundry and counseling services for the guests. The shelter employs six people, but is also dependent on the hundreds of people who volunteer each year. The shelter is a nonprofit organization and is sustained mostly through donations, but it receives a small grant from the city as well.

Target audience: Volunteers and donors: charitable, compassionate adults with extra time and/or money; For guests: people in unfortunate circumstances looking to improve their situation by bettering themselves

Price range: Volunteers and donors do so by choice at a level with which they are comfortable; Free for guests