AIRBUS

Brand Glossary

A

Adobe Illustrator

Adobe Illustrator is a software application for vector graphics and illustrations. It lets you create logos, icons, drawings, typographies and illustrations for print, web, video and mobile.

Category: Tool

Adobe InDesign

Adobe InDesign is a software application for page design and layout for print and digital publishing. It lets you create, pre-flight, and publish documents for print and digital media. It has everything you need to make posters, books, digital magazines, eBooks, interactive PDFs and more.

Category: Tool

Adobe Photoshop

Adobe Photoshop is a software application for image editing and compositing. It lets you create and enhance photographs, illustrations, and 3D artworks, design websites and mobile apps. You can also edit videos and simulate real-life paintings.

Category: Tool

Anniversary System

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App

App is short for "application". It describes a digital application which can be downloaded and used mainly on mobile devices. Applications serve different purposes based on their use cases.

Category: Term/Tool
Other Words: Application
Example: Google Maps, Spotify, Facebook Messenger, Foursquare
At Airbus: IflyA380, AIRBUZZ NEWS

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AV – Audio Visual

AV is an abbreviation of audio vision. Audio vision describes the connection of sensory impressions that appeal to both audio and visual perception.

Category: Term
Example: Films, videos, recordings etc.

B

Badges

A badge is a device or accessory, often containing the insignia of an organisation, which is presented or displayed to indicate some feature of service, a special accomplishment, a symbol of authority granted by taking an oath (e.g. police and fire), a sign of legitimate employment or student status or as a simple means of identification.

Category: Term
Other words: Button, Pin

Brand

A brand is the sum of expressions by which an entity intends to be recognised. Expressions can be in form of visual and non-visual, verbal and non-verbal, tangible and non-tangible elements that help to identify, form, create and influence unique and positive associations for a product, service, entity or person that differentiates it from its competition, creating meaning, value and preference in one's mind.

Category: Term
Example: BMW, Apple, Airbus, Manchester United, Donald Trump

Brand Ambassador

A brand ambassador is a person who represents the brand and helps to increase brand awareness. It does not necessarily need to be a hired or paid person by the company. Employees, heavy users, influencers and other people in favour for the brand can also be defined as brand ambassadors.

Category: Term
Other words: Brand mascot, Brand agent
Example: George Clooney for Nespresso, Roger Federer for Rolex, Michael Jordan for Nike

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Brand Architecture

Brand architecture is a system defining the relationship and hierarchy among its brands, to help people understand what the company offers and how to choose the brand that best meets their needs. The brand architecture organises brands and products to create clarity for the customer, rather than following accounting, reporting or historical structures. Not to confuse with brand portfolio.

Category: Term
Other words: Brand portfolio structure
Example: House of brands like Unilever or branded house like Siemens

Brand Assets

Brand assets are distinctive elements (tangible and non-tangible) that make it easier for consumers to identify a brand and differentiate it from competitors. These unique elements help to make a brand recognisable and create associations in the mind of the consumer.

Category: Term
Example: Colours (Telekom Magenta, DHL Yellow), Logos, Sounds (Intel Jingle), Shop Experience (Starbucks coffee cup with name), Usage (Corona beer with lime)

Brand Governance

Brand governance involves the acts of controlling, directing, guiding, influencing and standardising the conduct, actions and solutions associated with the discipline known as brand management.

Category: Term

Brand Licensing

Brand licensing contracts allow a company (other than the owner) to 'rent' a brand's legally protected property such as a name, logo or design, and to use it on their products or services.

Category: Term
Example: Disney movies and characters (e.g. H&M t-shirts with Disney character prints)

Brand Management

Brand management is the process of planning, orchestrating and creating all expressions by which an entity intends to be recognised.

Category: Term

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Brand Personality

Brand personality is a human characteristic or personality trait, attributed to a brand as a way to achieve differentiation. These traits inform a number of key brand assets: how a brand looks (visual identity), how a brand speaks (brand voice), how a brand acts (brand behaviours). In simple terms, a unique element that brings your brand to life.

Category: Term
Other words: Personality traits
Example: Apple's brand personality is competent and innovative. When we think about Apple, we think about the cutting-edge yet simple technology with modern and distinctive design. As a person, Apple would be the smart yet sympathetic tech guy (like Steve Jobs).

Brand Portfolio

A brand portfolio is a company's portfolio of different brands targeting distinctive target groups and needs. Often, these brands are individual business entities creating individual value.

Category: Term
Example: The Volkswagen Group brand portfolio consists of 12 different automotive brands such as VW, Audi, Porsche, MAN or Skoda.

Brand Portfolio Management

Brand portfolio management is the act of outlining and managing the role of each brand (relative to others) within a portfolio, with the aim of optimising the value of the whole portfolio.

Category: Term

Brand Positioning

A brand positioning is the distinctive position a brand adopts in the marketplace to ensure differentiation – often as a statement that describes the competitive, relevant and differentiating place the brand occupies in its defined market. To ensure its clear internal understanding it is often manifested in form of a brand positioning model.

Category: Term

Brand Strength

Brand Strength is a measurable value describing the performance of a brand going beyond simple sales numbers, as it measures the ability of the brand to create continuity of demand into the future and its potential to reduce risk. A high brand strength should be the ultimate goal of brand management, as strong brands lead to more loyal customers, reduce risk and increase future earnings.

Category: Term/Tool
At Airbus: Airbus has an overall Brand Strength of 56.2 out of 100 points.

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Brand Valuation

Brand Valuation is a strategic analytics methodology that brings together market, brand, competitor and financial data into a single, value-based framework within which the performance of the brand can be assessed, areas for improvement identified, and the financial contribution of the brand to business results quantified. There is an international standard, ISO10668, allowing for several methods to evaluate a brand value along set modules. One widely accepted method is the brand valuation by Interbrand, showcased each year in the Best Global Brands ranking.

Category: Term/Tool
Other words: Assessment

Brand Value

Brand Value is the outcome of a Brand Valuation and expressed in a monetary value. Thus, it is the financial worth attributable to the brand, and it demonstrates the value of the brand (or portfolio of brands) as part of a corporation's intangible assets.

Category: Term
Other words: Brand equity
Example: With a financial value of 214,480 €m Apple is the most valuable brand of the word.
At Airbus: 9,854 €m is the official brand value of Airbus which has been assessed via a comprehensive Brand Valuation analysis.

Brand Values

Brand values are a set of beliefs or attributes that represent the code by which
an organisation lives and operates, its strengths and how it positively impacts people,
what it stands for, the things it holds dear and the principles that define how it behaves.

Category: Term
Example: Terms like "Engagement", "Customer-orientation", "Reliability", or "Simplicity"

Brochure

A brochure is an informative paper document with limited extend. It does not have a binding and is composed of several sheets. These are folded and connected with a wire clamp or spiral.

Category: Term

Business Card

A business card is a card which contains information of an employee (name, job title, telephone number, E-Mail address, ...) and can be shared with business clients and others.

Category: Term
Other words: Calling card.

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<u>C</u>

Carbon Grid

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Certificate

A certificate is an official document which confirms the authenticity of a specific object / work.

Category: Term
Other words: Authentication

Comms Board

A comms board is the decision-making body for all strategic topics within the communications organisation.

Category: Tool

Copyright

A copyright is a legal definition on how a specific work can be used by others then the creator. It offers intellectual property protection for literary and artistic works.

Category: Term
Example: Specific work with a copyright can be: Literary, graphics, music and more.

Corporate Brand

A corporate brand serves to describe a company as a whole system. It is the top-level brand of a company and therefore dominates all products or services in a range or across a business and is often followed by sub-brands.

Category: Term
Other words: Master brand
Examples: BMW Group, Nestle, P&G
At Airbus: Airbus

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D

Descriptor

A descriptor is a word, phrase or alphanumeric character that describes or classifies something. In the context of branding, a descriptor is usually used for sub-brands or product brands.

Category: Term
Example: FedEx (FedEx 'Freight', FedEx 'Trade Networks')
At Airbus: Airbus 'Defence and Space', Airbus 'Commercial Aircraft', Airbus 'Helicopters'

Directive

A directive is an intention to manage and influence the way of work with a certain brand. It is kind of a guideline.

Category: Term
Other words: Guideline

Domain

A domain is a worldwide unique, distinct name of a website.

Category: Term
Example: www.airbus.com

E

E-Mail Banner

An E-Mail banner is a graphical element within electronic mails containing information about the company, upcoming events, people and more.

Category: Design Element

E-Mail Signature

An E-Mail signature is a block of text, automatically inserted at the end of every email, which contains information about the email's author (and company), such as a phone numbers.

Category: Tool

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Employer Branding

Employer branding is a corporate strategy in which concepts from marketing - especially branding - are used to present a company as an attractive employer and to set it apart from other competitors in the labour market.

Category: Term

Endorsement

An endorsement is a specific appearance of brand architecture. It comprises all sub-brands that are linked to the corporate brand by either a verbal or visual form of reference.

Category: Term
Example: Marriott (e.g. Westin by Marriott, Residence by Marriott) endorsed with the corporate brand.

F

Flyer

A flyer (from engl. to fly) is an inscribed paper leaflet conveying a message. Flyers are not periodical but often used only once. Still they are one of the most common print and advertising formats. They most often occur in DIN long (1/3 DIN A4). They are often distributed in public places, handed out to individuals or sent via mail.

Category: Design Element

G

Google Suite

Google Suite is a cloud computing product, productivity and collaboration tool, containing software and products developed by Google (Drive, Sheets, Docs, Slides, Gmail, ...).

Category: Tool

Graphic Elements

Graphic elements are visual images and designs such as icons, pictures, engineering drawings, line arts or diagrams. They help to inform its addressees in an illustrative way.

Category: Term
Example: Apple as a brand builds on several graphic elements (e.g. logo, typography, shape of product, colours)

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Guardianship

Brand guardianship deals with the responsibility of company leaders and managers who must ensure brand consistency and uphold core values and value proposition elements throughout all touchpoints (internal and external).

Category: Term

Guideline

A guideline contains information, implications and rules how to manage and maintain brand assets and elements, such as a logo usage, brand behaviours or the tone of voice.

Category: Term/Tool
Other words: Directive

I

Illustrations

An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films.

Category: Term

Infographics

Infographics are graphic visualisations of data, information or knowledge. The main reason to use infographics is to inform consumers quickly and in a structured but visual attractive way.

Category: Term

Interiors

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Image

A brand image is the bundle of associations consumers have in mind about a brand based on experiences. A brand identity is created by the company, whereas the image results from the brands actions and behaviours, which ultimately leads to a certain perception of what the brand stands for.

Category: Term
Other words: Brand perception

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Ingredient Brand

An ingredient brand is the creation of a brand for a product that cannot be acquired individually, but only as a component of another product. The aim is to transfer the characteristics perceived by the consumers, such as the quality of the component, to the overall product.

Category: Term
Example: Intel Inside, Teflon, Gore-Tex

Internal Branding

Internal branding is a strategic process that empowers and motivates employees not only to be aware of brand values and purpose, but to "live" it. This might indicate that employees are involved in the branding process, are regularly informed and enthused about the brand, which ideally influences their behaviour in favour of the brand (with the ultimate goal to develop brand ambassadors by choice).

Category: Term
Other words: Internal brand engagement
Example: Zappos: "Zappos Family Core Values" a guideline handed out to employees to establish a common mind-set and goal for the brand. FedEx: "Purple Promise" a commitment to service excellence that is part of the culture. Apple: Apple Store employees are real brand ambassadors and live the brand promise as they are wisely chosen and dedicated to help deliver the brand values and expression.

Invitation

An invitation is an official way (e.g. a card) to friendly ask someone to participate at a certain event.

Category: Tool

J

Joint Branding

Joint branding is a marketing strategy that involves a strategic alliance of two or more brand names and/or logos jointly used on single product or service.

Category: Term
Other words: Co-Branding, Brand Cooperation, Brand Alliances, Brand Collaboration
Example: MasterCard & Apple, Red Bull & GoPro, H&M x Versace, Uber & Spotify
At Airbus: Airbus, T-Systems and Rimowa "Bag2Go"

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K

Kakemono (Kakejiku)

A Kakemono is a Japanese scroll painting or calligraphy mounted usually with silk fabric edges on a flexible backing, so that it can be rolled for storage.

Category: Design Element

Key Messages

Key messages are the main points resulting from the content and the way a company or brand communicates. Together with proof points, they convey what a brand wants the audiences to hear and remember. Key messages are delivered through text, audio, visuals, the wording, tone of voice and content.

Category: Term
Example: Dove: Everyone is beautiful, and real beauty is not defined by one's size and look.

Keyline

A keyline is a boundary line that separates colours and monochromatic areas or differently coloured areas of printing on a given page or other printed piece.

Category: Design Element

L

Leaflet

A leaflet is used for advertising, marketing purposes or for information (see brochure).
Logo

Category: Design Element

Logo

A logo is a graphic mark, emblem or symbol commonly used by commercial enterprises, organisations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organisation (a logotype or wordmark). A logo is the major part of the Corporate Design of a company.

Category: Term
Example: Swoosh of Nike, M for McDonalds, four rings for Audi

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Logotype

The logotype, also known as a "word mark", is a brand name styled as a logo. The advantage of this is obvious - it immediately associates a business name with the visual identity and does not leave much room for brand confusion.

Category: Term
Other words: Wordmark
Example: Coca-Cola, Samsung, IBM
At Airbus: Airbus has a logotype

M

Messaging

Messaging enables a brand to tell its story by prioritising and emphasising the elements of its proposition and offerings that drive consideration and choice. Messaging is a verbal strategy for communicating what makes an organisation, business unit, product or initiative different from its competitors through language and writing.

Category: Term

Mission

A mission statement (or brand mission) is the expression, typically in the form of a statement or short paragraph, of a company's core purpose, or raison d'être, and serves to provide direction for the entire organisation.

Category: Term
Other words: Brand mission, Company mission, Mission statement
Example: JetBlue – To inspire humanity – both in the air and on the ground.

Motion Design

Motion design is the audio visual design of moving elements such as graphics, images or typographies.

Category: Design Element
Other words: Infotainment

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N

Naming

Naming is the practice of developing brand names for corporations, products and services. Most often, the objective of naming is to develop ownable trademarks and handles that express a brand and its promise, or a product or service and its key characteristics, providing an easy way for people to identify and interact with them. Brand names are valuable economic assets that should be carefully created and protected by their owners.

Category: Term

Nomenclature System

A nomenclature system deals with the structure set in place to guide name development, focusing on the types of names that should be used for a brand, based on its brand architecture.

Category: Term/Tool
Other words: Naming systems, Naming architecture
Example: While the product nomenclature system of BMW (e.g. 5 Series) is built on numbers Mercedes uses different letters (e.g. S Class)

Newsletter

A newsletter is a report containing news (information) about the activities of a company that is sent regularly to all its members, customers, employees or people, who are interested in it.

Category: Tool

O

Office Template

Office templates are standardised documents to work with in Microsoft Office.

Category: Tool

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P

Pamphlet

A pamphlet is an unbound book (that is, without a hard cover or binding). It may consist of a single sheet of paper that is printed on both sides and folded in half, in thirds, or in fourths, called a leaflet, or it may consist of a few pages that are folded in half and saddle stapled at the crease to make a simple book.

Category: Design Element

Pocket Agenda

A pocket agenda is an agenda in a small size (pocket size), which can be easily carried in a bag. Often, it has the size of DIN A6.

Category: Tool

Principles

Principles are the strategic and operational foundation for a brand and consist of visual (e.g. logo, colours, typography) and strategic elements (e.g. brand purpose, values, positioning).

Category: Term

Product Brand

A product brand is a brand, trademark or distinctive name identifying a specific product. Product branding is a concept used in brand architectures, where products are organised independently from the corporate brand and other product brands.

Category: Term
Other words: Single Brand
Example: Procter and Gamble offers different beauty or household product brands with own trademarks such as: Wella, Pantene, Gillette or Fairy.
At Airbus: A380

Promotional Items

Promotional items are products branded with a logo or slogan and distributed at little or no cost to promote a brand, corporate identity or event.

Category: Term
Example: The classic: Ballpoint pens distributed at trade fairs.

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Purpose

A brand purpose reflects the company's fundamental raison d'être – its reason to exist beyond making money. It is the expression of an organisation or company's role in the world, how that connects to its business strategy and how that adds value.

Category: Term
Example: Tesla: To accelerate the world's transition to sustainable energy.

Q

Quote Boxes

Quote boxes are graphic frames which contain the repetition of someone else's statement or thoughts.

Category: Design Element

R

Rebranding

Rebranding is the process of reinforcing, revitalising or changing the elements of an already-established brand, such as the corporate identity, to target existing and/or new customers. It is a process often triggered or accompanied by a shift-in or enforcement of the company's strategy.

Category: Term
Example: Lufthansa recently underwent a rebranding which resulted in several adjustments (e.g. logo, typography and brand colours)

Rich Media

Rich media (also "interactive media") refers to products and services on digital computer-based systems which respond to the user's actions by presenting content such as texts, moving images, animations, videos, audios and video games.

Category: Term

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Role of Brand

Role of Brand describes the influence the brand has on the purchase decision.

Category: Term
At Airbus: In an extensive analysis, the Role of Brand at Airbus has been assessed between 16% and 25% - depending on business division.

Roll Ups

Roll Ups (Rollups or Rollup-Displays) are rollable, self-standing banners in portrait format for mobile usage. They are often used as communication material at trade fairs or point of sales (POS).

Category: Design Element

S

Signage

A signage is a system of signs for identification, warning or directions.

Category: Term

Silhouettes

A silhouette is the image of an object or scene represented as a solid shape of a single colour, usually black, with its edges matching the outline of the subject.

Category: Design Element

Social Media

Social media are digital communication and community platforms (e.g. websites for social networking and microblogging), that facilitate the creation and sharing of content (e.g. information, ideas, videos, personal messages).

Category: Term
Other words: Social network
Example: Facebook, Instagram, LinkedIn, Xing, Pinterest

Stands

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AIRBUS

Stationary

Stationary refers to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous form paper and other office supplies.

Category: Design Element

Sticker

A sticker or patch is a piece of printed paper, plastic, vinyl or other material with pressure sensitive adhesive on one side.

Category: Design Element
Other words: Patches

Straplines

A strapline is a short and (ideally) catchy and simple phrase used by brands to communicate the brand's message, purpose or promise. Often placed next to a logo or in advertising. It is a useful tool to build a memorable brand that differentiates from others.

Category: Term
Other words: Tagline, Slogan
Example: Nike – Just do it
Ait Airbus: Airbus – We make it fly

Sub-brand

A sub-brand is a lower-level brand, having a specific identity and serving a distinctive market segment, which derives equity from another brand, usually the master or parent brand. It helps to separate and organise the proposition that sits beneath the master brand.

Category: Term
Example: BMW sub-brands: BMW i and BMW M
At Airbus: Airbus Defence & Space

T

Tagline

See strapline

Title Box

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Tone of Voice

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Tone of voice is a distinct way of speaking and communicating to make certain a brand is clearly heard, quickly recognised and easily remembered in today's noisy marketplace. Brand voice brings a brand to life through writing style – a customised, approach designed to showcase the singular personality of a brand through stylistic language tactics. It's how a brand says what it says.

Category: Term
Other Words: Brand Voice
Example: Harley Davidson: strong & aggressive, Ikea: playful & friendly with a twinkle in the eye, Sixt: rebellious & bold

Toolbox

A toolbox is a collection of different documents that serve a specific purpose (e.g. Icons for PowerPoint presentations)

Category: Tool

Touchpoint

Touchpoints are the points or situation at which a brand interacts or gets in contact with potential, existing or former customers, suppliers, employees and other stakeholders. These are the critical points along the customer journey, where brand awareness and preference is created, and ideally leads to future buying decisions. There is not one singular touchpoint, but rather hundreds of points, where brands need to communicate in a consistent and relevant way.

Category: Term
Other words: Point of contact
Example: Business letter, advertising, social media, customer call centre, store, website, billing, thank you cards after a purchase, ...

Trademark

A trademark legally protects a sign, logo, name, design or expression, which identifies products or services of a particular source from those of others. A trademark is proprietary and usually registered with the trademark office in every country it is used, giving it protection and legal rights to its owner.

Category: Term
Example: Name: Coco Chanel, Apple, Symbol: Yellow M by McDonalds, Product: IPhone, Product Design: Coca-Cola bottle, Expression: I'm lovin it by McDonalds

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Typography

Traditionally, typography was related to lead typesetting in print media with the help of "movable type". Today, typography refers to the design process of type, images, lines, shapes and spaces for all kinds of communication media. The task of a typographer is to combine these elements in a meaningful way.

Category: Term
Other words: Font design
Example: Arial, Times New Roman, Helvetica

U

User Experience (UX)

User experience (UX) is the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

Category: Term

User Interface (UI)

User interface (UI) is the visual part of computer application or operating system through which a user interacts with a computer or a software.

Category: Term

V

Vehicle Design

Vehicle design is the process of developing the appearance, and to some extent the ergonomics, of vehicles.

Category: Term

Verbal Identity

A verbal Identity is the way a brand speaks and tells its story to customers, employees and other stakeholders. It is a customised communications strategy and key behavioural tool, using language to express ideas and bring strategic thinking related to the brand to life – from conveying personality through a distinct brand voice, to ensuring clear and consistent messaging throughout all key brand touchpoints.

Category: Term

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Verbal Standards

Verbal standards are principles and rules used in the communication strategy to guarantee a consistent and compelling verbal identity. It involves specific language and writing tactics to guide everyone in an organisation on how they help author a brand, and create emotional connections with employees, customers and stakeholders alike.

Category: Term

Virtual Reality

Virtual reality is an interactive computer-generated experience taking place within a simulated environment, that incorporates mainly auditory and visual, but also other types of sensory feedback like haptic.

Category: Term

Visual Identity

A visual identity is the brands identity in form of anything visual that is created such as logo designs, fonts, photos, colours and any other visuals that a company uses to communicate the brand. The brand values, promises and/or messages should be clearly conveyed with the visual identity.

Category: Term
Example: Telekom's visual identity includes a powerful magenta colour and the three dots, whereas Lufthansa's visual identity includes dark blue (primary colour), yellow (complementary colour) and a crane.

Vision

A vision describes what a brand or company wants to create in the world and provides a sense of direction or defines the place it wants to get to. It describes where all the initiatives and work it undertakes will eventually lead it, and which role it aims to play in the world by creating a clear picture of its future.

Category: Term
Example: Ikea: "Our vision is to create a better everyday life for many people."

W

Wallpapers

Wallpapers are pictures in the background of the primary display screen of a graphical user interface (e.g. desktop).

Category: Design Element

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Wayfinding

See "Signage"

Web Apps

See also "Apps". Web Apps (short for "Web Applications") are digital applications which can be used via browsers and the world-wide web. It runs over an accessible web server, so no additional local downloads or installations are required.

Category: Term/Tool
Example: Google Trends, Skype Web App, WebEx