Creating Your Brand

dba

Creating Your Brand
What’s in a name?

Dan Brunn Architecture

Design Branding Architecture

Creating Your Brand

Doing Business As
Graphics

Creating Your Brand
Identity

Books
Stickers
Note Pads
Business Cards
Identity

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Stickers
Note Pads
Business Cards
Identity

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Stickers
Note Pads
Business Cards
Identity

Books
Stickers
Note Pads

Business Cards
Naming

Zig Zag
Flip Flop
See Saw
Hide Out
Great White
Bridge House
Positively Negative
Naming

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Creating Your Brand

Instagram

Fun

Clean

Curated

Organized

Consistent

Interactive
Signage
Signage
Recognition

ARCHITECTURAL RECORD HGTV
ARCHITECT Chicago Tribune dwell HIGHSNOBIETY
contemporist HYPERBEAST
design milk INTERIOR DESIGN
Maison & Travaux DnA: Design & Architecture
Los Angeles Magazine Los Angeles Times

Creating Your Brand
Recognition

The New York Times
THE WALL STREET JOURNAL.

PRODUCTS
FOR RESIDENTIAL CONSTRUCTION PROFESSIONALS

laist

Sotheby’s
EST. 1744

uncrate

The Seattle Times

liveFAST

PLAYBOY
ENTERTAINMENT FOR ALL

Professional Builder

MILLENIAL magazine

Creating Your Brand
Fun
Typical Suburban Home
Yard

Backyard

Front yard
Views

- Backyard
- Front yard
- View of the sun