

RENO PHIL “WHAT IS A BRAND?”

Information about this video

Stan Can Design worked with the Reno Philharmonic to re-evaluate their branding and visual identity in order to make a more creative impact in the community. This video is a brand presentation with a voiceover that describes the decisions made for the branding and design processes in detail. VO = Voiceover

Video Transcript

[Transcript begins at 0.00]

(VO): A brand is a promise; it's not something we choose or get to make up. A brand is what you are, not pretend to be. It's an emotional response “what is a brand connection based on the big ideas and expectations that reside in its most valued consumers.

A brand identity is a manifestation of a brand. It's the ways you can see, hear, feel, say, repeat out loud, or interact with it, and it begins with foundational items like brand pillars, positioning, mission, and vision statements. These elements of the Reno Phil's brand identity serve as guidelines for every decision the organization makes.

This is the Reno Phil's positioning statement: “Enriching our community's cultural life in unexpected ways.” These are the values that set the Reno Phil apart in the marketplace. When consumers choose a live musical performance or similar entertainment, the Reno Phil knows they are valued for their cultural enrichment, commitment to their community, and their unexpected atmosphere.

These are the brand pillars for the Reno Phil: “The Reno Phil must be: contemporary, engaging, personal, inclusive, dynamic.” These are the guiding principles of the organization's every move. In times where the business's purposes are clouded, the organization can always refer back to these pillars. The following elements of the brand's visual identity should hold up to these five words. We've talked about elements of the Phil's brand identity that we can say and repeat. The visual identity is obviously the visual elements of the brand identity. They include, but aren't limited to, the logo, typeface, color choice, and all the items that stem from the use of these elements.

The Reno Phil's logo is a combination mark featuring a symbol and type. Together, these form the wordmark version of the logo. The logo can also appear as a symbol alone in various mediums. We've deemed this symbol a waveform, and we'll get into why in a bit. The waveform can either live to the left or on top of the type. The logo should never appear as the type alone. The Reno Phil waveform is based on three things: music, our local landscape, and life. Musically, each bar together represents the eight notes in a chromatic scale, also known as

an octave. The octave is a key element in musical theory and represents the dynamic or castro pieces the Reno Phil is known for. The visual itself mimics an audio waveform, which is the visualization of sound and music—hence its nickname. The Reno Phil has an affection for the local landscape that goes beyond including the city’s name in their title. The Phil’s music selection for their classical concert series, Classics, follows the changing of the seasons. Adapting to the natural environment of each month, the Reno Phil’s logo is a tribute to the mountainous landscape that surrounds much of Northern Nevada. Visually similar to a heartbeat, the logo rounds out Phil's promise of a personal and engaging experience that enhances our lives and the lives of those around us. Through consistent, disciplined use of the brand identity, we create a thorough system that provides a cohesive and consistent image in consumers’ minds. These are tools that help everyone—not just designers and musicians—build the brand into a lasting icon.