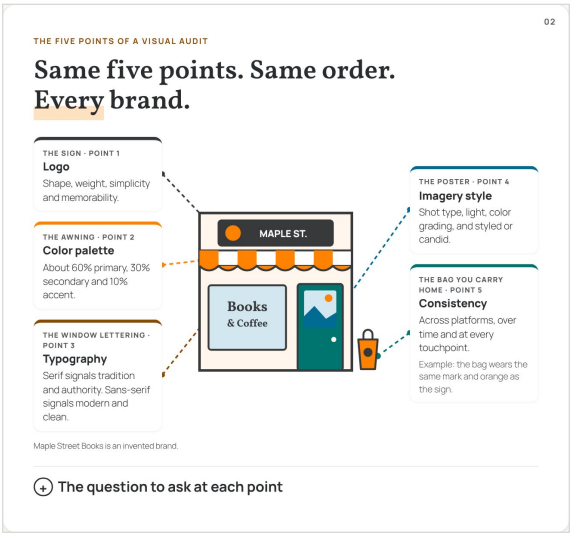
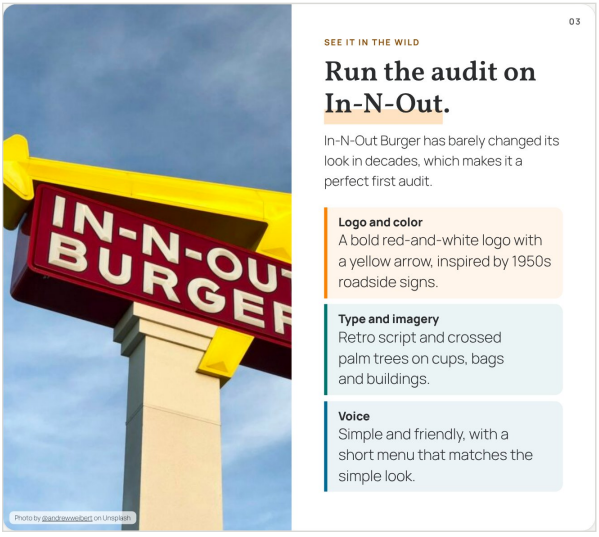


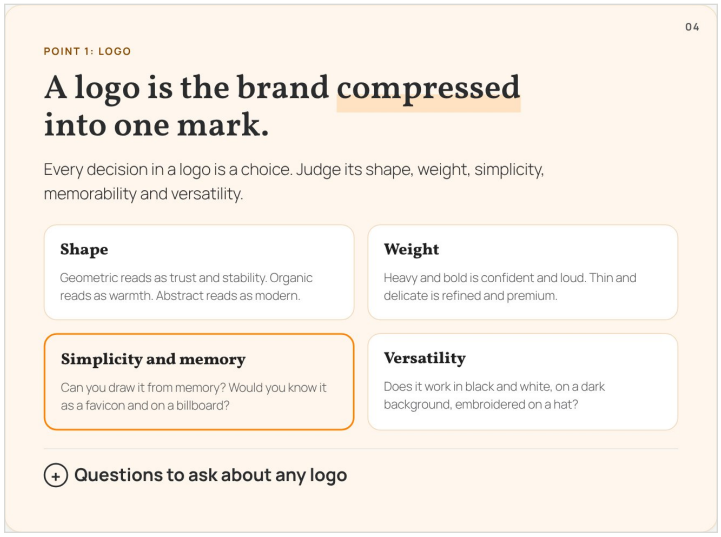
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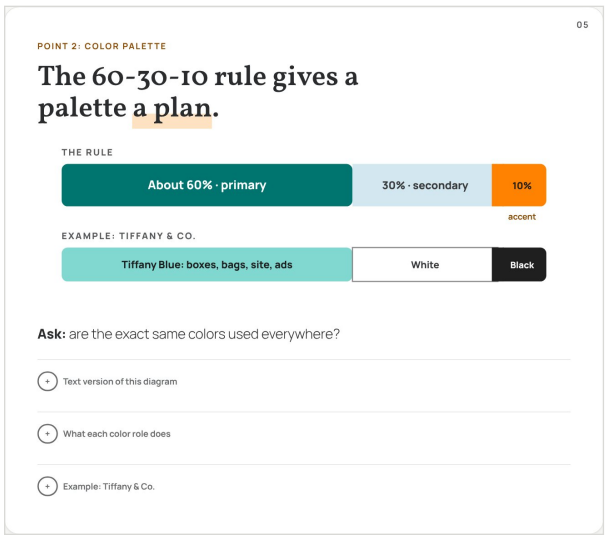
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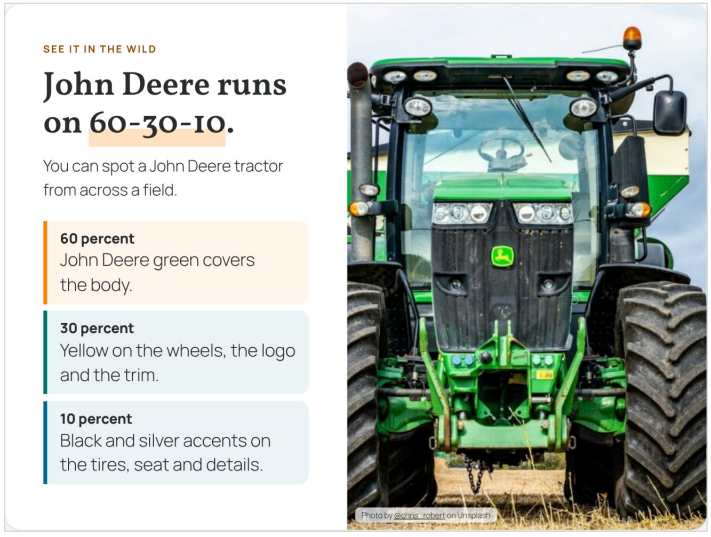
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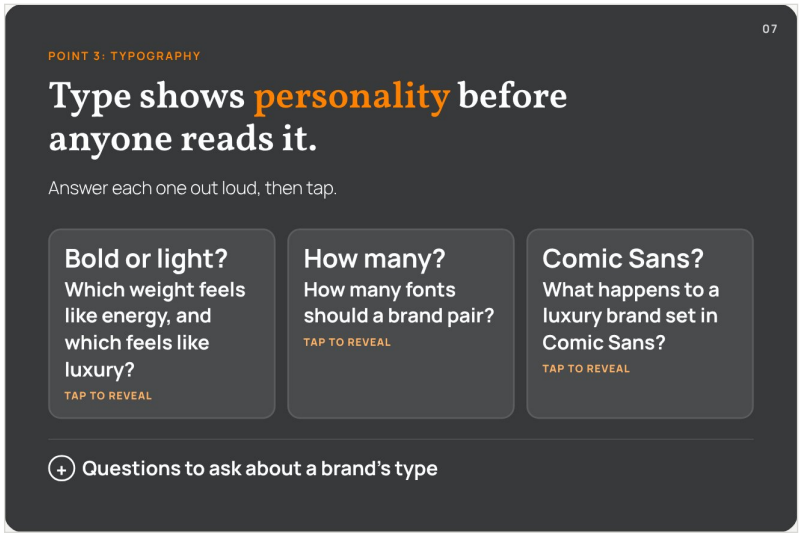
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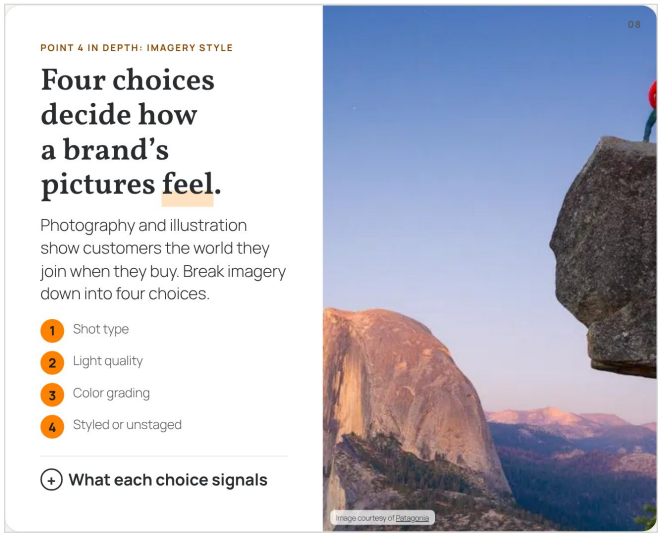
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Slide 6



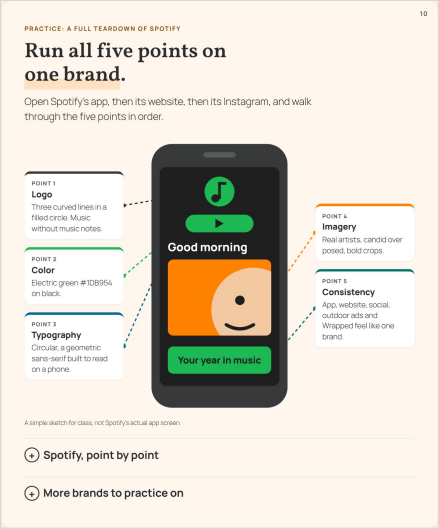
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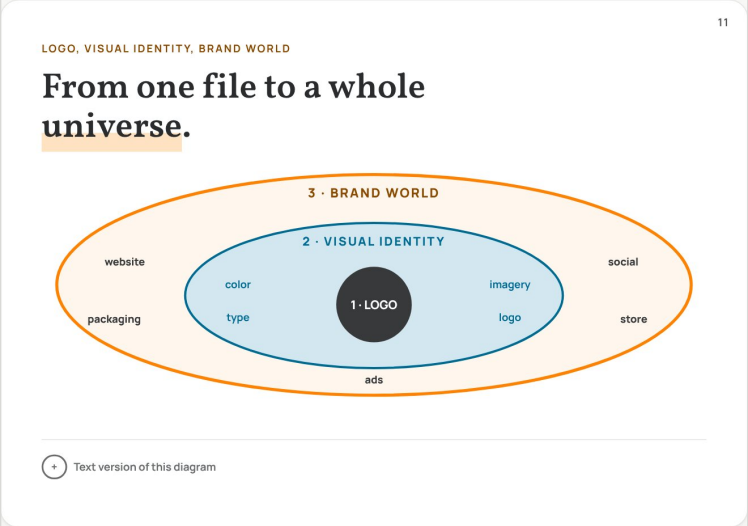
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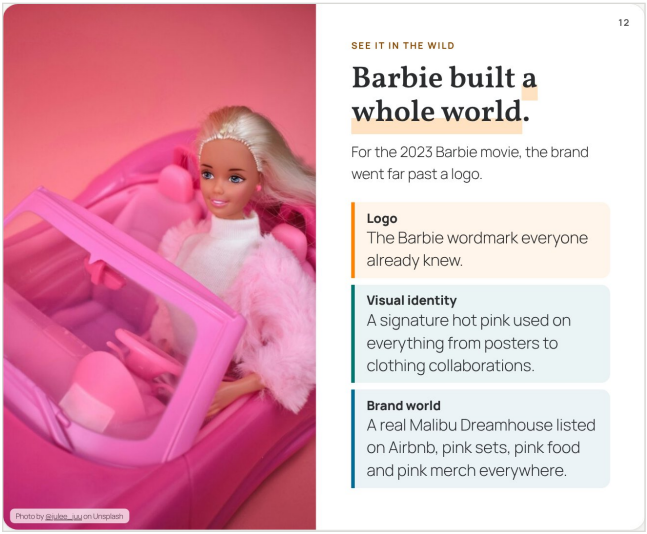
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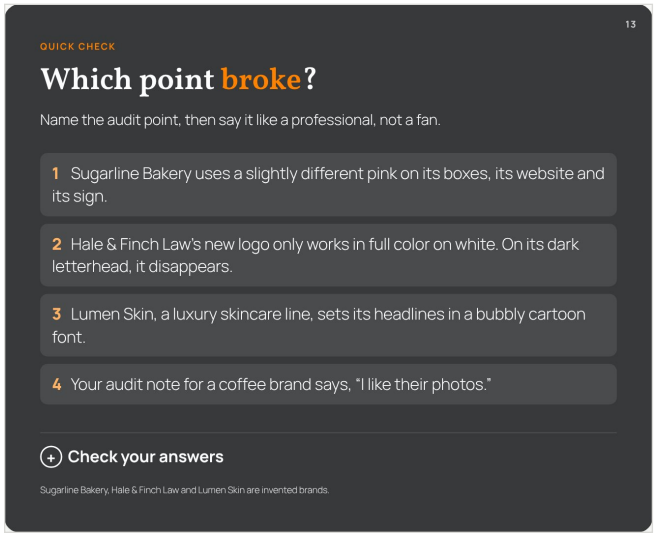
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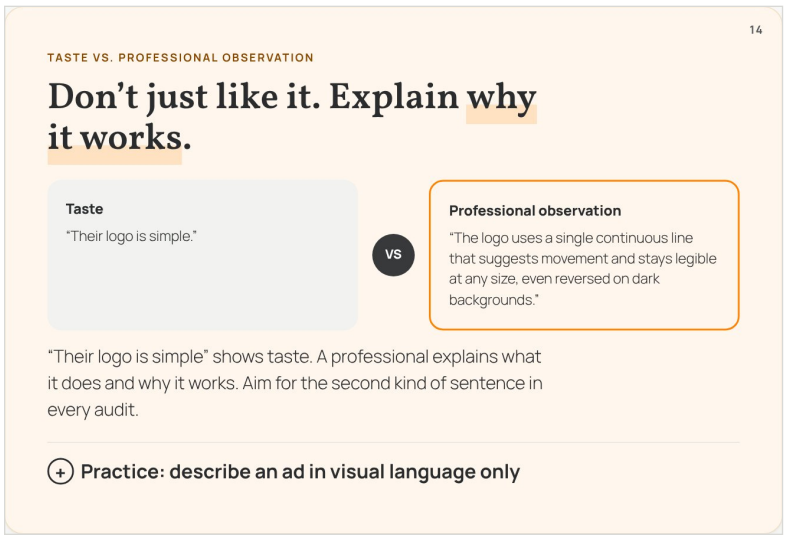
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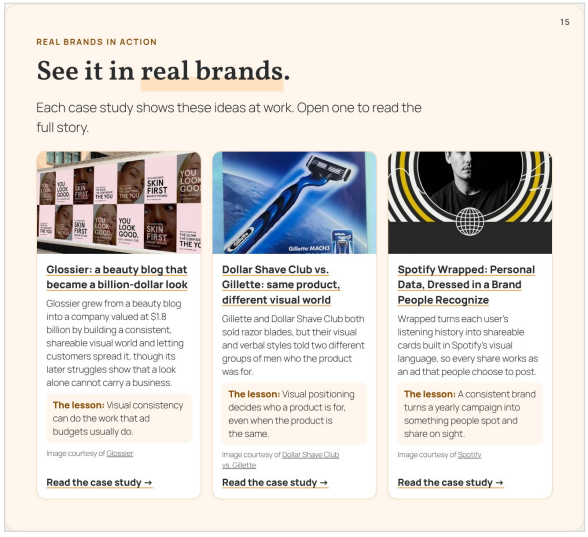
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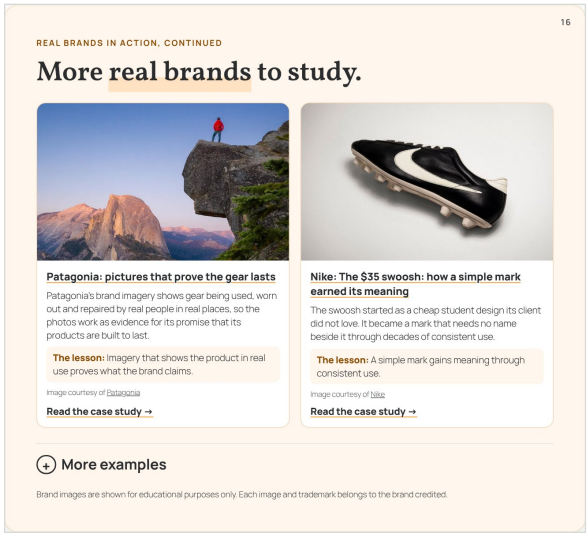
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Slide 14



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REAL BRANDS IN ACTION, CONTINUED
More real brands to study.
Patagonia: pictures that prove the gear lasts
Patagonia's brand imagery shows gear being used, worn out and repaired by real people in real places, so the photos work as evidence for its promise that its products are built to last.
The lesson: Imagery that shows the product in real use proves what the brand claims.
Image courtesy of Patagonia
Read the case study →
Nike: The $35 swoosh: how a simple mark earned its meaning
The swoosh started as a cheap student design its client did not love. It became a mark that needs no name beside it through decades of consistent use.
The lesson: A simple mark gains meaning through consistent use.
Image courtesy of Nike
Read the case study →
More examples
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