A BRAND ELEMENT MAP
FOR RESEARCHING, UNDERSTANDING, AND BUILDING BRANDS

Elements have been inserted into dimensional categories based on cross-disciplinary branding theory. These elements are the basic foundation for the more complex view of how a brand bond occurs.

Viewing brand “elements” as additive and in weighted combination provides a blueprint for exploring the bond between the brand and its many stakeholders.

CONTRIBUTION
A means for negotiating shared understanding and coherent action among brand creators and stakeholders.
A visual representation of existing and emerging branding theory from psychology, consumer behavior, and design.
A guide to exploring the relationship between the brand and its many stakeholders.

Gray 2015, 2010

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