

Logo Report - KONTAK



Brand Name Objective:

Because of the nature of this products performance and the serious gravity of the problem is addresses and corrects... it became apparent that my concept of the Genesis Point Terminology should become the basis for the creation of the brand name.

The Genesis Point term is a word or brand name that has been created to illustrate the very origins and primary function of a product or service brand. The name IS the very thing or function of the product or service.

This is not easy to accomplish and many times the Genesis Point Terminology development process is stifled because of the inability of word or language assemblage.

But, in the case of the product that cleans up oil spills in the water, the Genesis Point Terminology development process works perfectly.

The practical functionality of the product is that it attaches itself to the petroleum product in the water and "changes" it to something useful and environmentally friendly. It "changes" or "transforms" or "turns" the bad into something good or of better nature... for nature.

It also performs this function from direct contact. There is no collection or retention processes involved.

Brand Name Origins:

I used the concepts of the words – Change, Transform, Turn and On Contact – as my foundation as I word searched over 20 words, 42 languages to come up with a vocabable base of just over 720 words to start.

After using the criteria of the product and it's performance based attributes, we were able to develop a word that is a stylized version of a older European language word that means... "To Change or Switch From."

This word also because of the way it is pronounced brings out the other performance attribute which is that the product creates the result instantly on contact with no additional efforts or liabilities.

With some small adjustments, the Genesis Point Term – or new brand name is...

Kontak

Pronounced like "Contact." But without the "t" sound at the end.

This Genesis Point Brand Name literally says and symbolizes what the product does. It's very performance attributes.

It "Switches or Transforms or Changes" on "Contact" something bad into something good or better.

In addition:

The word is a High Level Obstruent word, which means it obstructs air-flow heavily because of the two "K's." One at both ends of the word itself.

This is significant because the High Level obstruent sound of this word symbolically represents the serious nature of what this product was designed to do. It saves our planet. Not too many higher priorities than that. Obstruent oriented words symbolize the most important and critical attributes. They are called "Hard Oriented" attributes. Both Performance and Perception oriented attributes.

Also... the fact that the letter "K" is at the beginning and the end of the brand name allows for great symmetry and balance, which also symbolizes the performance attributes of this product. It restores balance back to nature and the planet.

The Main Font Type:

Font – All Caps/Upper Case – rounded – sharp – big stroke, heavy - Modern.

The font has a heavy, weighty stroke, which symbolizes strength, durability, quality of the products, services offered by the organization. In addition, it represents the quality of the individuals within the organization. It represents credibility, respect and honesty to the customer and the environment.

The use of the All Caps letters symbolizes that we are an expansive and noteworthy organization and have strength and stability in the marketplace and that we are here to stay.

It also symbolizes the Bigness of the situations that this product or group of products resolves. The Gulf Oil Spill is a gigantic situation with massive consequences.

The sharp, decisive lines symbolize that we are decisive and have the knowledge and expertise to help the customers achieve their goals and objectives.

These sharp lines also represent speed at which the organization can respond to situations and emergencies and the speed at which the product creates it's results.

The lines also symbolize that they products "attack" the problems directly and quickly.

The font comes from the Classic attributes section and one main attribute that it symbolizes is being Modern. The Kontak products are modern solutions. The company has vision is futuristic in it's view of the world.

The fonts main idea is to communicate strength, authority and vision for the future.

The Font Colors: (Classic & Powerful Color Strategy)

The dark grayish blue color comes from the *classic palette* and symbolizes professionalism, sophistication, elegance, modern, future, vision, innovation and advancement. This also symbolizes stability, strength, and longevity while at the same time pulling from the *friendly palette* suggesting friendliness, ease of doing business, etc.

The color (being from the blue part of grey) symbolizes the water and the darker grey tones mixed with the blue symbolizes the oil or contaminants that have mixed with the water.

The colors also symbolize success, a richness, that you are the leaders in your industry and are looking toward the future with vision. Which allows for great brand extension

The indicia: The Hexagons in a strip through the name

The strip is made up of yellowish gold hexagons all in a line.

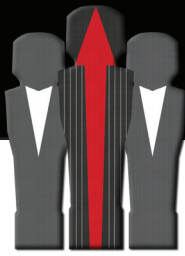
This symbolizes several different and significant ideas.

First: The hexagons represent the fact that the product contains beeswax.

Second: The line going through the Kontak name represents the one of the actual performance attributes of the product, which is that it puts a protective layer in-between the water and the oil so that the water and oceanic life is protected. The line being closer to the top of the word represents visually the differentiation between the mass of oil above compared to the water below.

Third: The line or bar or hexagons actually represents the concept of "truth." The most important concept in success. Understanding the difference between what is true and what is not true is almost impossible in today's marketplace. People have been fed falsehoods about company's intents and practices to protect the environment. This product and company performs on its promises.

This is an ancient African symbolism that has been stylized to meet this brands attributes and effect.



Credibility Worksheet

WWW.CEOGROWTHTEAM.COM

The impact of the big brands — without the expense... or the time.

Performance Attributes

Service

The right evaluation
Job done right - first time
No ghost work or repairs
Don't overcharge
Education
Finish on time
Be professional
Friendly
Communication
Warranty or Guarantee
Post-job follow-up
Price

Professional

The right evaluation
Give advice - teach
Expertise
Results the first time
Meet the deadline
Don't overcharge
Be friendly
Client communication
Performance guarantee
Proprietary processes
Post-job follow-up
Bid - price

Retail

Selection
Variety of quality
Helpful staff
Knowledgeable staff
Convenience
Return policy
Price
Bonuses / Package
Payment options
Support after the sale
Checkout process
Layout of store

Manf/Whole/Dist

Support after sale
In stock
Quality
Price / Margins
Delivery
Return policy
Terms
Marketing / sales / advertising
Technical or field support
Easy to order
On-time shipping
Customizing / private labeling

Perception Attributes:



_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Symbolic Elements:

Linguistic Symbolism: Obstruent-Hard Sonorant-Soft Combination

Orthographic Structure (CVCVCV): Yes No

Syllable Symbolism: (circle one) 1 - 2 - 3 - 4+ Describe: _____

Shape Symbolism:  

Design/Color Symbolism: _____

Campaign Strategies:

News
Inflammatory
How-To
Questions

Testimonials
The Challenge
Guarantee
Comparisons

The Bold Claim
Problem/Solution
Numbers
The Offer

Advice
Warning

Will This Decision Enhance or Diminish My Brand/Credibility?

Get BrandED - Master Attributes List

Class 1: Serene

Nostalgic, Delicate, Calm, Quiet, Peaceful, cool, constant, faithful, true, dependable, tranquil, healing

Class 2: Earthy

Strong, warm, wholesome, welcoming, comforting, rooted, masculine, woods, durable, secure, trustworthy

Class 3: Mellow – Muted

Soft, sweet, tender, cute, cozy, subtle,

Class 4: Spiritual

Mystical, spiritual, futuristic, fantasy, meditative, exotic, sober, timeless, ghostly

Class 5: Romantic

Romantic, sweet, cute, sentimental, sensual, exotic, delicate

Class 6: Sensual

Exciting, sexy, hot, dynamic, stimulating, provocative, spirited, wild, gregarious, sensual, flamboyant

Class 7: Powerful

Exciting, energizing, dynamic, dramatic, aggressive, powerful, expensive, regal, credible, authoritative, strong, confident, trustworthy, money, mysterious, bold, invulnerable, prestigious

Class 8: Elegant

Rich, expensive, regal, elegant, sophisticated, classy, heavy, prestigious, money, valuable, opulent

Class 9: Delicate

Soft, subdued, quiet, nurturing, inviting, happy, smooth, neutral, delicate

Class 10: Traditional

Strong, durable, rich, expensive, regal, classic, powerful, elegant, sophisticated, classy, trustworthy, stately, traditional, money, pure, professional, classic, enduring, mature

Class 11: Classic

Rich, classic, pure, elegant, expensive, prestigious, professional, sophisticated, corporate, practical, timeless, quality, valuable, money, futuristic

Class 12: Playful – Energetic

Exciting, energetic, energizing, happy, fun, childlike, vital, friendly, hot, loud, enlightening, cheerful, vibrant, lively, tart



Get BrandED® Logo Evaluation

Type of Product:

Industry:

(Circle One) Professional – Service – Manufacturer/Wholesale – Retail - Opportunity

Name of Product:

Why did you choose that name?

Does it have any significance?

Describe in detail your primary target market? (Demographic)

C-1: Customer Values:

What are the most important things to your prospect when buying what you sell? (Top 8)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

What things are they trying to avoid? What things are they afraid of happening?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Symbolic Attributes (Master List) Please circle all attributes that the prospects expects.

C-2: Character:

What is your basic philosophy on:

Your industry-

Your company-

Your Customers-

Customer service-

Innovation – R&D-

Product or service fulfillment-

Marketing, Advertising & Sales-

Profit-

Your Community-

C-3: Competence:

Describe your companies “position” in the marketplace?

Why should a prospect do business with you instead of your competitors?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

C-4: Communications:

Non-Verbal: List of items (i.e. signs, trucks, corporate apparel, etc)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Verbal: List the Tactical Mediums that will be used to communicate the message

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

C-5: Consistency:

Do you have a consistent follow-up program for your customers and prospects?

(Circle one) YES – NO Describe program:

Overview: For Internal Use

Industry Campaign Strategies:

- 1.
- 2.
- 3.
- 4.

Color Strategies:

- 1.
- 2.
- 3.

Additional Comments / Notes: