

“Make My Logo Bigger”

ALEXANDER S. VALDERRAMA

LEARN HOW TO
UNCOVER YOUR BRAND'S SECRET SAUCE

PLUS, BUILD A STRONG
AND SUSTAINABLE BRAND

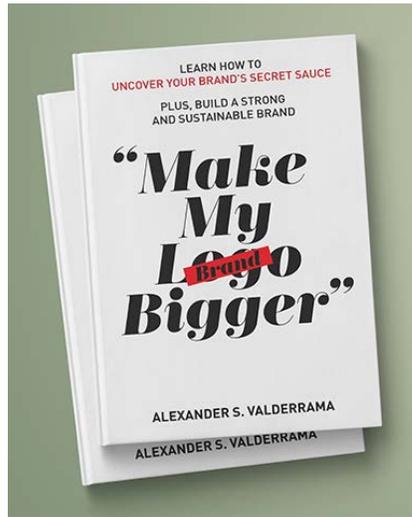
*“Make
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Brand
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The Branding Book:
Make My Brand Bigger
by Alex Valderrama

“Whether you are new to understanding the branding journey or a seasoned veteran, you will learn invaluable tips from Alex that should be a game-changer for your business, and your bottom line.”

Marilee Yorchak, CAE, Executive Director, Digital Analytics Association



ABOUT THE BOOK

Not all brands are created equal.

There are many nuances to brand building. Over the past three decades, Alex's experience working with incredible branding experts has brought him to share great insight, divulge intellectual knowledge, and provide specific agency processes. *Make My Brand Bigger* will help you alleviate costly mistakes and provide specific details on how to rebrand or build your next brand.

Alex provides detailed information to build your very own brand "Secret Sauce." He describes how you can articulate your brand message and story. You will learn how to separate your brand from your competitors, create your overall brand message, define your unique brand story, and motivate your customers to act.

Who should read a book about brand building?

Make My Brand Bigger was written for entrepreneurs, sole proprietors, marketers, product managers, students, and anyone in charge of a rebranding initiative or the launch of a new brand. And of course, anyone who wants to have major success building a brand.

Make My Brand Bigger is a great book for existing brands. Brand builders can learn how to move their existing brand forward, fix current brand and communication issues, create better brand loyalty, increase brand equity, and win more business. *Make My Brand Bigger* uncovers areas to improve a brand's "Secret Sauce" and shows how to tackle specific brand issues with new ideas.

"This book is a must-read for anyone responsible for building a brand. Alex craftily shares keen insights and great customer examples. His advice will lead you through the discovery of your brand and the important work needed to help you build and launch it successfully."

Andrew J. Kamlet
Former Microsoft Director of Technical
Product Marketing

Why I named my book "*Make My Brand Bigger*"

Many entrepreneurs and people in charge of making major decisions about the direction of a brand have false impressions about how to execute a successful brand awareness and strategy. They have an instinctive, although misguided, solution to enlarge their logo and make it as big as possible on communication materials. Hence, I can tell you too many times I have heard a new client suggest the best solution to branding effectiveness is to "make my logo bigger." Most of the time the problem is not the visibility and size of their logo, it is an overall strategic issue of their brand message and effectiveness. When a client simply wants to make their logo bigger, it is a reaction to a more significant issue of a struggling brand.

Make My Brand Bigger became a meme for the idea of exploring ways to make a brand more visible and create a meaningful, intuitive, and emotional connection between the brand and the customer.

ABOUT THE AUTHOR



Alex Valderrama

Founder and Brand Strategist at Cranium Agency

Alex Valderrama is one of the nation's top brand strategists, award-winning designer, author, and the principal at Cranium Agency. Through his unique experience working with hundreds of clients, he has helped many brands lead in their industry with business growth, brand strategy, and customer experience design.

Alex has worked with some of most well-known brands such as Truven Health Analytics, IBM, Principal Financial, Maytag Corporation, Citi Community Capital, Microsoft, Massey Ferguson, Wells Fargo, Gates Rubber Company, National CineMedia, Fathom Events, and many others.

At the International Academy of Design, Alex earned his BFA with an emphasis in Visual Communications. He also achieved the honor of summa cum laude. Alex has taught advanced branding and marketing courses at Arapahoe Community College and Metropolitan State University in Denver, Colorado, and he has been the curriculum advisor to several universities as well as a mentor to both students and interns.

Alex has served as a judge for several national branding and marketing competitions. He regularly lectures on branding and marketing throughout the design community and the business sector. Alex has also served as a marketing board member and independent branding advisor for several community development projects, non-profit organizations, business groups, and marketing associations. Additionally, Alex has held several board positions with the local American Institute of Graphic Arts (AIGA) and Business Marketing Association (BMA) chapters.

Cranium Agency, of which Alex is the founder, has received over 80 national and international awards from esteemed industry competitions such as Print Magazine, Graphis, and American Corporate Identity. Alex frequently writes about branding, and his design work has appeared in over 20 international publications such as The Big Book of Logos 3, The Best of Business Card Design 5, Blue is Hot, Red is Cool, Direct Response Graphics Book, Rockport's Letterhead, Logo Design 6 Source Book, and Best of Brochure Design 5 just to name a few.

Alex lives in Denver with his wife, Laurie, and enjoys reading, writing, drawing, hiking fourteeners, trail running, and spending as much time as possible with his grandkids Valon and Kennedy.

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RESOURCES



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Book Cover and Spread

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