
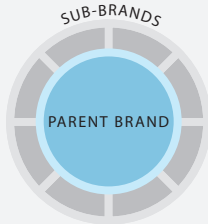
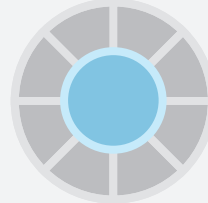
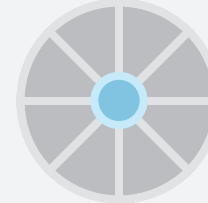
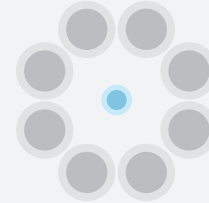







Brand architecture: the “bones” of your brand

Selecting a brand architecture requires careful consideration of many factors: your offerings, your audience, your budget for building brand awareness, and most importantly your market position and business intent. Brand architecture is the “bones” you will build your brand identity on—and good bones matter! Here are five classic models of brand architecture.

Monolithic	Monolithic Plus	Endorsed	Endorsed Light	Pluralistic
<p>Monolithic means cut of “one stone.” With this brand, the audience sees a distinct company with a singular voice, clear purpose, and strong market presence. Monolithic brands can be expensive to launch, but often become <i>powerhouse</i> brands.</p> 	<p>A Monolithic Plus brand is essentially still Monolithic, but with the extension of different sub-brands that fulfill unique purposes. A strong parent can support sub-brands.</p> 	<p>In an Endorsed brand family, you find sub-brands that each serve a distinct audience and market, but still rely heavily on their association with the parent brand. It’s a reciprocal relationship of equal voices between parent and sub-brands.</p> 	<p>With Endorsed Light, you again find a collection of sub-brands, but with a much stronger sense of independence from the parent brand. In this case, the sub-brand has great autonomy.</p> 	<p>A Pluralistic brand is a family of seemingly unrelated products, each well known in their respective markets, but with little to no apparent connection to the parent brand, who essentially stays “behind the curtain.”</p> 
<p>Well suited for... companies that seek both simplicity and stability in the marketplace. If there are products or services, they are completely aligned and dependent on the parent brand for their identity.</p>	<p>Well suited for... companies that are beginning to add offerings to their portfolio and “spread their wings” into different markets. But the parent brand continues to be prevalent in all of these instances. It begins all sub-brand names.</p>	<p>Well suited for... companies that are growing and establishing a set of well-known sub-brands. These products or companies speak to a specific audience, price point, and market, yet rely on the strong brand equity of the parent.</p>	<p>Well suited for... companies that have a robust and mature portfolio of sub-brands, each with a unique market presence and loyal audience. In this case, the parent brand is subordinate, but still visible as the “stamp” of quality.</p>	<p>Well suited for... companies that are completely fluid and evolving in their response to the changing market. Most marketing dollars are spent on maintaining what typically is an eclectic collection of products or companies.</p>
<p>A classic brand monolith</p> 	<p>Extensions “amplify” a well-known brand</p> 	<p>Equal footing for both parent and portfolio</p> 	<p>Parent voice softens, as product brands shine</p> 	<p>“House of brands” with discrete corporate parent</p> 

Brands are not stagnant. They evolve. Whether you simply want to assess your current brand family, or you’re in the middle of a brand transformation, get in touch for further discussion at www.thoughtform.com or 412.488.8600.