

The Importance of a Project Brand

by Jennifer Katus, PMP



Typically one of your busiest times as a project manager is during the Initiation and Planning phases of your project. Sponsors want to see your presentation for the project kick-off meeting. Team members are circling your desk for direction, eager to get started on the next big initiative. Your PMO needs a copy of your charter, not to mention your project plan.

With all the competing demands, it's understandable that many project managers don't take the time to create a project brand – a distinctive logo or slogan that tells people at a glance what their project is about. But when you invest an hour or two to 'brand' your project, you earn a lot of interest on your investment. Literally and figuratively!

Earn Instant Recognition

A simple graphic logo strategically placed at the top of each of your project documents triggers instant recognition. When people are shuffling through a pile of papers, they'll always be able to recognize yours if your logo is displayed at the top. Your logo will literally make your project more visible and memorable.



Project Aim

Automating Interface Menus



Build Project Team Spirit

When you use a project logo on your documents, at least one of your team members will start using the project logo too. Then another team member will see the logo and use it for his documents. The trend is contagious. Pretty soon your project sponsor will ask you for a copy of the logo for her presentation to the Board. Bingo! Now you are daydreaming about moonlighting as a graphic designer.

Portray Stability

Sometimes perception can cause reality. If you brand all project documents with your logo, they will look focused and professional. You will portray an image of someone who is organized...planful...stable. This perception can buy you some breathing room while you scramble around in the background *really* getting everything organized.

Earn Credibility

If you are working in a busy organization, your project will be competing with many other initiatives for attention. If your project is new, it may have to fight for resources. Although a project brand is optional, it can set your project apart. A project brand can make your project look like an important, credible player on the scene.

ourcompany.com: *Image & Tone project*

Have Fun

OK, so you manage projects you don't design graphics. And you are probably more adept at Microsoft Project than you are with Adobe Illustrator – as well you should be. Don't let a lack of graphic design experience stop you from getting one of these powerful project marketing tools. (All of the logos in this article were created in MS Powerpoint®.) Have fun with your project team by hosting a contest to design the project's logo. Chances are good you have at least one closet artist on your team. Make her day by giving her an opportunity to showcase her underutilized artistic skills. You could even offer a small gift as a prize! The benefits a project brand bestows upon your project will convince you that this simple tool is worth the time and energy.

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