



**HOW
TO** **COME**
**OUT OF
NOWHERE**
WITH CANON WING

Logo Introduction *Transcript*

Hey Everyone, it's Canon Wing from Inspiration To Millions, coming out of the town of New York City. If you're just joining us in this conversation, I'm traveling to hometowns all around the globe answering the question on every entrepreneur's mind, How To Come Out Of Nowhere and you do that by building your brand like a hometown using the landmarks of branding which are the same 10 landmarks at every home. So, what are they? Name, Tagline, Logo, Story, Website, Social Media, Products and Services, Campaigns, Blog, most importantly Values and Ethics.

Today I am in New York City to discuss the branding landmark, the absolute super power of your logo and what better city than a city famous for its. "I love New York" logo Thank you. Milton Glaser and its iconic architecture from the Empire State Building to the Brooklyn Bridge to, Oh my God, The Statue of Liberty. So, joining me as we walk and talk together today on the city streets of New York City. In this episode, you will get the secret power of branding your logo the four S's are not sucking the life right out of your brand and the three types of logos that you can use right now to come out of nowhere and become an inspiration to millions. Before we walk in talk on city streets let's take a second to look at that powerful visual branding of The Statue of Liberty.

What a welcome. Well imagine all of the families that got their second start here in New York City from all over. And maybe they didn't speak English they didn't know what to expect. They I'm sure were an exceedingly uneasy and as they come into New York's harbor they see this beautiful visual welcome. Now they may not be able to read the words that are written to welcome them on Ellis Island but they absolutely can feel the welcome of the Statue of Liberty's presence and the Torch that she's holding high above her for them. So too for your logo and your visual branding. You are reaching millions around the globe. They may be speaking different languages than your Brand's first language and your visual

branding can invite them in and welcome them by setting the tone emotionally. And what better way to kick off our walk and talk today than with the Statue of Liberty as our inspiration.