

# HOW TO COME OUT OF NOWHERE WITH CANON WING

## **The Dos And Don'ts Of Logos *Transcript***

Thank you for joining me on our walk and talk throughout the city streets of New York City. The Big Apple. The Empire State. If you can make it there, you can make it anywhere kid. This city is self-determination to its core. That's the emotion that it invokes for me, all of its branding is about that. The Empire state, that's pretty much about commerce and building an empire. So, I hope this walk and talk has inspired you to build your empire, and become an inspiration to millions using the brand the landmark of logo and visual storytelling.

I want to give you one last final inspiration when creating your home town. How do you want it to feel overall? What kind of a home town are you building? Are you building a giant metropolis full of throbbing pounding you know ideas and hearts and minds and traffic? Like the kind of New York City and embody. Are you building sacred space? Even a modern church of technology. Much like Apple has done with their huge size tables and their ushers walking around making sure everyone has what they need their staircase up to the pulpit or genius bar right. They've done it very well. Are you creating a home town that feels more like the dugouts before a game? Like footlocker has got.

Consider the visual story that you're building in your brand. Ask yourself: what type of a home town am my creating here? Is it a country road? For mine it's a road trip around the world right, that can be a type of a home town home. A home town that's in here. That's my favorite kind.

What kind is your favorite kind and more importantly what kind will suit your ideal individuals so well that they feel like "oh I finally found my place. This is my home. I'm going to move in and take up permanent residency." Right and become a brand loyalist. So make sure you download the worksheets below. Get cracking on your logo. I know you're going to rock it. You're going to come out of nowhere

using the branding landmark of your logo. And until next time from Central Park, love what you do and love how you do it.

Yay! New York! I'm still going. I'm like New York. I never sleep.