

# **Robin Honey**

**Chief Creative Officer at Arcane**

London, ON, CA

Founder, Honey Design / Author, The BeeBrand® Manifesto, current Chief Creative Officer of Arcane.

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## **Description**

Robin founded HONEY Design, a brand boutique with national clients in 1989. In 2014 HONEY merged with Arcane, a digital agency that Google recognized as one of North America's fastest growing agencies.

Robin is the Chief Creative Officer at Arcane and works at the intersection of words and images, creating brand names and brand strategies that have compelling stories at their core. Long before others recognized branding as the foundation of marketing, Robin had developed a process of investigation that results in a brand blueprint that ensures companies have a wayfinding system for their marketing decisions.

A graduate of the Richard Ivey School of Business's Strategic Marketing Management program and Sheridan College's Advertising program, Robin is a frequent speaker on branding, creativity for teams, and the process of finding a marketable name in today's crowded world.

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## **Availability**

Keynote, Panelist, Workshop

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## **Industry Expertise**

Advertising/Marketing, Design, Consumer Goods

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## **Topics**

Branding, Brand Naming, Brand Architecture, Marketing, Graphic Design, Craft Brewery and Packaging  
Branding

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## **Affiliations**

RGD

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## **Sample Talks**

## **Managing Brand Acquisitions**

What happens when business growth and acquisition brings a new company, a new service, or a new product to an existing lineup? It can be good your stock price, but bad for brand equity if the acquisition is not addressed as part of the brand plan, the marketing plan, and most importantly, the business plan.

Using examples from her 30 years in business, Robin will demonstrate what the advantages and disadvantages are between a House of Brands (like P&G) and a Branded House (like Fedex) as well as the newest option; a hybrid.

Helpful for both brand equity and corporate communication, your strategy can also drive further acquisitions and ensure they can be quickly monetized.

## **What is Brand Authenticity Worth?**

Branding has never mattered more and has never been so complicated, particularly for medium-sized businesses. Whether you are starting from scratch or trying to update yourself, it is important to get it right.

Robin leads you through the process of how to ensure you have the right foundation. Her Brand Blueprint process is outlined so you can go back to your organization with a plan of how to align both your promise and your message. Case studies from small and large craft breweries, to B2B examples provide lively and interesting real life examples.

## **Visual Thought is 400 Times Faster Than Verbal – What is Your Logo Saying?**

The brain's response to imagery is complex and instantaneous. Logos have never been more important with the amount of online information – not to mention external advertising - we wade through daily. Your favicon has to say a lot in a very small space. To put it into some perspective, the Coca-Cola logo is recognized by 94% of the world's population. Online, users have been measured making aesthetic decisions about their overall impression of a website in as little as 1/20th of a second.<sup>1</sup> This rapid processing is known as affected or visceral response, and is related to the part of the brain that governs the basic instincts of sex, food, fear, etc.

Robin will provide examples of her own work, published in more than a dozen international books on logo design, as well as some cautionary tales of how you can get what you pay for.

## **Coin Something New. How Brand naming is as much as art as a science.**

As more and more products flood the market, and domains are purchased or hoarded, it is difficult to find a good name. This is true in any industry but some are particularly crowded. Take the instance of craft breweries, an industry that didn't even exist until a few years ago. Now there are few new names left and small breweries are accidentally naming their breweries or their beers with the same hoppy puns. When Avery Brewing Co. in Colorado named a beer – "Salvation"™, they discovered at a beer festival that Russian River Brewery in California had a beer by the same name. Rather than hiring a lawyer, the two breweries came up with a blend they called – "Collaboration Not Litigation."™ Not all competitors are so reasonable though and starting your business with a name someone else already has registered or is using, whether you knew about it or not, will be an expensive proposition.

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## **Past Talks**

## **The Art of Social Media**

The Art of Social Media Seminar

## **Building a Brand for Lawn Bowling in Canada**

Annual General Meeting Bowls Canada

## **Branding a University**

Canadian Council for Advancement of Education Conference

## **Why Branding Matters**

Small Business Marketing Seminar

## **Building a Consumer Brand**

Master Pools Guild, AGM

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## **Education**

### **Richard Ivey School of Business**

Strategic Marketing Management program diploma Marketing

### **Sheridan College**

Applied Arts Diploma Advertising Illustration

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## **Accomplishments**

### **Vice-President, RGD Ontario**

Served on the board of RGD Ontario for 4 years. Received an 'Outstanding Contributor' award for contributions; developed sponsorship opportunities and founded a London chapter, personally inviting new members and receiving media coverage for design; established a partnership with IABC to promote design awards locally.

### **RGD member**

Registered Graphic Designer designation achieved.

### **Paul Harris Fellowship**

Rotary Club of London South awarded the prestigious Paul Harris award for outstanding contribution to the club in the area of awareness and fund raising.

### **Graphis Designers USA3**

Published in the annual publication featuring 'the best design efforts from the most talented design studios from across America'

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