

{ BRANDING }

WHAT DO WE MEAN BY THE WORD BRAND?

A brand is a set of associations that a person (or group of people) makes with a company, product, service, individual or organisation.

WHAT IS BRANDING?

Branding is an attempt to harness, generate, influence and control these associations to help the business perform better.

WHY DO YOU NEED A BRAND?

Branding can help you stand out from your competitors, add value to your offer and engage with your customers.

THE KEY INGREDIENTS OF ANY BRAND

{Defining your brand}



THE BIG IDEA

WHAT LIES AT THE HEART OF YOUR COMPANY?



VALUES

WHAT DO YOU BELIEVE IN?



VISION

WHERE ARE YOU GOING?



PERSONALITY

HOW DO YOU WANT TO COME ACROSS?

CONTROLLING YOUR COMPANY'S PERSONALITY



GRAPHIC DESIGN



TONE OF VOICE



CUSTOMER SERVICE

REINVIGORATING YOUR BRAND

- ✦ Keep communications fresh
- ✦ Reconsider your big idea or vision

CONSISTENCY

- ✦ Essentially, 'the big idea' touches and informs everything you do

DESIGN AND BRANDING

Design is what translates the ideas into communication.

Designers must ensure that the results are consistent, adaptable and in-keeping with your original brand attributes.

Design elements that can be used to convey a brand proposition.

Designers you should give you brand guidelines – a document which details exactly how the different design elements should be applied in different situations.

PERSONAL BRANDING

The process includes defining and positioning yourself in a different way than your competitors and then managing all aspects of your identity.

- ✦ Define your overall aspirations
- ✦ Assess your current state. How do people currently perceive you?
- ✦ Manage your brand