



KeyInSolutions
Elevate your business image

The concept of a brand extends far beyond just your company logo to your business' core values and to every interaction you have with customers and suppliers. In effect, your brand creates and maintains your **reputation** and so reflects your customers' **experience** of your organization.

Customers and employees can build up emotional attachments to certain brands, allowing for strong loyalties and even a sense of ownership.

Vision

Successful branding is about promoting your **strengths**. Start by thinking about what you're **good at** and what you **believe in** as a business. For example:

- particular skills - such as excellence in design
- high-quality customer service
- providing the best value for money in your marketplace
- innovation - perhaps in a niche market

Ask **existing** customers what they like about doing business with you. And asking **potential** customers what they look for in their buying decisions can also give you useful information to help **develop** your business - and your brand.

Basic Steps on development

- **Develop a brand identity:** How do you want to be perceived? If Volvo equals safety what do you want to equal?
- **Positioning:** You need to draw your line in the sand. What makes you better and different?
- **Make a plan:** Write a marketing plan to determine your best strategies and tactics.
- **Design a good logo:** Hire a professional to design a good logo that leverages your brand identity.
- **Develop a tagline:** A good tagline sets you apart. Make sure it's beneficial to your audience.
- **Build a great website:** Your website is your virtual front door to your office. Make sure it's fabulous.
- **Communicate:** Send out newsletters, blog, go on Myspace and Facebook. Just stay in touch with your target markets regularly, Stationary

Budgeting for a branding

But it's a good idea to set a **budget**, otherwise it's easy to spend money unnecessarily. A budget will **focus the mind** and force you to **priorities** your spending on your branding effort.

The **key areas** you could budget for are:

- design needs, such as a logo, signage, business stationery or product packaging
- your location
- your advertising
- time you'll need to spend with employees to make sure they understand your brand
- any resources you'll have to provide for employees to enable them to carry out what the brand promises
- keeping your company website updated

Why Your Web Site Needs Consistent Branding

Be consistent with your branding as it is the key to company recognition. You have a position in the marketplace and your web site should reinforce your position.

Here are a few tips that you can use to develop your internal branding efforts:

- **Blog** – Develop a blog and invite employees to join and participate. There you can discuss your brand and the direction it's headed.
- **Social Media** – Facebook, LinkedIn, and MySpace are great tools to form groups and share experiences. Use this to your brands advantage.
- **Newsletter** – Develop an e-newsletter where you showcase employees, case studies, wins and company happenings.
- **Brand Team** – assemble a group of employees that protect and represent the brand. This group will make sure customer's interests are protected and that employees understand the promise of the brand.
- **Training** – A fun way to do training is to develop a name and brand it. Call your training (your company) University and give out certificates, diplomas etc. Employees will enjoy the training more if it's customized.

Logo Development

Industry:

Please describe the target audience for your logo:

Age, Sex, Location, Income, Occupation, Education, Industry, Interests, Lifestyle, Behavior, Opinions, Values
What are the

Top 3 three things you would like to communicate to your audience through your logo?

1:

2:

3:

A Wordmark

consists of the company name in a stylized type and may include small abstract or pictorial elements. Famous examples include:



Pictorial Mark

A pictorial mark uses literal or representative imagery to symbolize the brand. Famous examples include:



Abstract Mark

Uses abstract shapes and symbols to convey an idea or attribute about the organization. Famous examples include:



Letterform Mark

Typically uses a very small amount of letters (1-2) to represent the organization. Famous examples include:



Emblem

An emblem features the name of the company typically enveloped by a pictorial element or shape. Famous examples include



Character

A Character logo consists of a mascot to represent the brand. Famous examples include:



Web 2.0

Although there no official description of "Web 2.0" logos, some common elements can include: vibrant colours, subtle 3d feel, bold type, color transitions, and shadows. Famous examples include:



Common associations in Western culture:

Red - Passion, Anger, Stop, Battle, Love, Blood

Yellow - Joy, Intellect, Caution, Cowardice, Youth

Green - Fertility, Wealth, Healing, Success, Growth

White - Perfection, Purity, Wedding, Clean, Virtue

Blue - Knowledge, Trustworthy, Tranquility, Calm, Peace, Cool

Black - Fear, Secrecy, Death, Luxury

Purple - Royalty, Wisdom, Spirituality, Imagination

Orange - Creativity, Invigoration, Unique, Energy

Grey - Sophisticated, Neutrality, Uncommitted

Where will your logo be used?

- Web
 - Print
 - Billboards & Signs
 - Television
 - Mugs, T-shirts
-

Style

- | | | |
|------------------------------------|----|--------------------------------------|
| <input type="checkbox"/> Feminine | vs | <input type="checkbox"/> Masculine |
| <input type="checkbox"/> Simple | | <input type="checkbox"/> Complex |
| <input type="checkbox"/> Gray | | <input type="checkbox"/> Colorful |
| <input type="checkbox"/> Subtle | | <input type="checkbox"/> Bright |
| <input type="checkbox"/> Quiet | | <input type="checkbox"/> Loud |
| <input type="checkbox"/> Necessity | | <input type="checkbox"/> Luxury |
| <input type="checkbox"/> Expensive | | <input type="checkbox"/> Economical |
| <input type="checkbox"/> Playful | | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Modern | | <input type="checkbox"/> Classic |
| <input type="checkbox"/> Raw | | <input type="checkbox"/> Refined |
| <input type="checkbox"/> Exotic | | <input type="checkbox"/> Commonplace |
| <input type="checkbox"/> Sporty | | <input type="checkbox"/> Elegant |
| <input type="checkbox"/> Adventure | | <input type="checkbox"/> Secure |