

Branding: Week 1

Finding your brand identity.

What is it:

“Brand identity” is a term used for the collective visible elements of a brand, such as colour, design and logo that identify and distinguish a brand in the minds of consumers.

Just like with our personalities, if we want people to like us and remember us, we have to make a good first impression.

Common problems/mistakes:

- Many start-ups do not give branding the time it deserves.
- Many businesses stop at the logo – other elements include website, social media, packaging, newsletters and event themes are also important.
- Many businesses lack consistency across platforms – the same energy is not given to all of the above.

Why is it important?

- Branding is the “face” of your business.
- Builds credibility and trust.
- Sends a clear statement.
- Builds community and creates a sense of belonging.
- Differentiation – it sets your brand apart.

How to do it well?

Step 1: Research your audience, value proposition and competition – use a SWOT analysis, market research and social media.

Step 2: Do a current logo/identity audit or use your research from above to improve your brand elements.

Step 3: Use complimentary language/wording to help communicate your new identity.

Step 4: Be clear on what your brand isn't e.g. colours, fonts and language.

Step 5: Monitor and manage your brand identity on an ongoing basis.

Tips for success:

- Use Pinterest for inspiration and Google search “graphic design trends” for all elements e.g. website, social media feed and packaging.
- Do not copy, but be inspired and develop ideas in your own way.
- Use Canva.com to design everything you need and its free!

Template/Checklist

Use the Brand Identity Audit Checklist to record feedback received about your brand.

Task:

Ask 5 people that do not know your business to tell you their initial thoughts on your logo or website. List down three areas of improvement that they provide feedback on and make changes accordingly. Repeat the process until you feel you have got it right.