

TIP SHEET #3 – BRANDING BRIEF

Branding is a means of developing an instant and strong relationship with clients. It can be done with a logo and tag line, a tune or just your name, but it is dependent on visibility and repetition.

Effective branding is dependent on differentiation—what makes you stand out from the others. In the professions, it is important to manage the balance between visibility and hype, but once you've established your identity—your brand—the rest is done by your communications strategy.

The brand identity goal is to create strong, memorable brand identity that reflects positive attributes associated with your brand.

Principles of Successful Brand identity:

- Evokes an emotive response
- Is highly memorable
- Reflects the image you desire
- Meets appropriate functional needs
- Is proprietary
- Is timeless

Defining the brand

The brand creates cohesion between all of these factors and reinforce your goals:

- Mission statement
- Services
- Values
- Who are you
- What do you do
- How do you do it
- Who do you help

Look at the competition: benchmark

Determine your competencies and formulate a brand strategy that sets you apart from similar professionals.

- How do you compare
- What do you do better
- What do they do better

You are the brand

Your brand is the essence of the company and all you do; it's the personality

- Build it
- Live it
- Maintain it
- Promote it

Use marketing and communication plans to support and reinforce the brand

Simplicity, clarity, consistency and repetition are what make it memorable

- Incorporate it into all aspects
- Be consistent and clear in how it is represented
 - Type face
 - Logo
 - Colors
 - Language
 - Placement

RESOURCES

Building Better Brands, by Chris Claridge

A New Brand World, by Scott Bedbury

Rising Tide: Lessons from 165 Years of Brand Building at Procter & Gamble