

What is a Brand?

Branding eBook



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A brand is everything.

The term “brand” can feel puzzling. It isn’t what you say about your brand, it’s what others say about your brand.

So how do you create an outstanding brand?

It takes understanding the brand you want to portray, the emotion you want to convey, and the story you want to tell. This all takes branding.

That’s where this booklet comes in. We breakdown a brand in 3 parts — and help you figure out what you need to create yours.

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Logos

It can seem crazy that one little symbol can hold so much power. The Nike swoosh. The Apple, well, apple. These simple images tell a story and people rally around them. While they may seem simple, the thinking behind them is complex. It takes a lot of work to nurture one tiny image into the representation of your business.

But what makes a logo great?
And more so, what makes it so powerful?

An awesome logo starts with smart insights, great design, and proper execution. Its power is the connection it forges with your audience. But, how do you go from newbie to Nike?

It starts with understanding logos and how they fit within branding.

What is a logo?

Logos are your visual first impression. Logos are symbols or marks used to recognize businesses, organizations, or groups.



Where your logo fits

There is often a great deal of misconception surrounding a logo. What makes a logo a logo? And how does it fit within a brand?

So, we've decided to break the terms down:

Logo

The primary visual symbol of your company

Brand identity

Alongside your logo, these are the consistent elements used to communicate:

*Colors | Fonts | Photography
Music | Voice and tone*

Branding

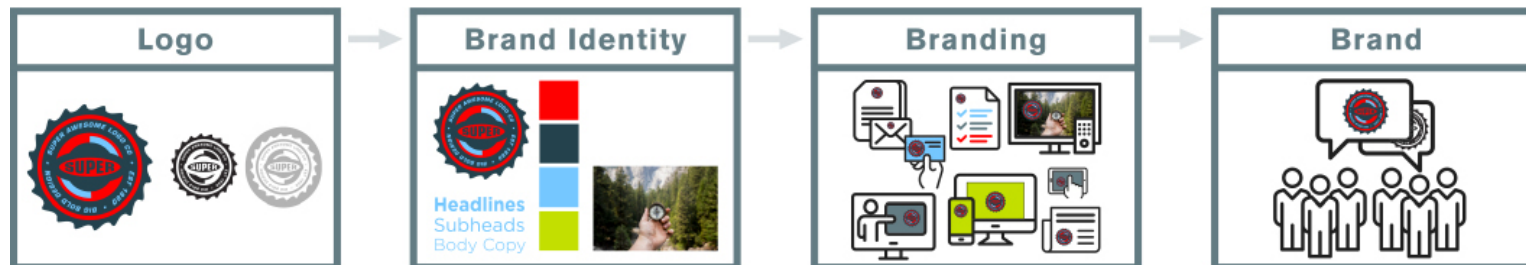
The efforts done to tell your company's story

Brand

The perception the public has of your company

A logo is a piece of your brand identity. It is also a part of your branding efforts. These branding efforts enhance your brand. That all make sense?

For those of you who are more visual learners, here's a graphic:



Connecting a logo to a company.

Your target audience demands A LOT from your company logo. Getting them to build a relationship with a symbol is no simple feat. After all, your logo will be attached to everything. This means that maintaining consistency is key, and a high-quality logo is a must.

A logo's design should work with the other parts of your identity — plainly put, the pieces of your identity should all fit together. Think about your position in the market and where you want to be. Your logo is the most important visual component to your brand identity. Does it align with the perception you want to convey? Time to do some digging and find out.

How a professional designer can help.

Sure, you could use a logo generator or ask your nephew to do it. But is that a good call in the long-run? Hiring a professional designer will save you time and trouble. They have extensive design knowledge, design software, and proper file types and when to use them.

With a professional you'll get a top-notch logo that elicits reactions from the right people. At the end of the day, your logo should provide a sense of your brand and enhance your audience's perception of you.

Moral of the story, don't skimp on your logo.

Recap

Logo: the primary visual symbol of your company

Your logo should fit in with the other pieces of your identity

A great logo is a great investment

Brand Identity

What all goes into a company's identity?

Logo

Your logo is the primary visual identity of your brand. Your logo should be a representation of who you are while staying true to yourself and your work.

Colors

Most people don't consider how important colors are to a company's identity. Colors create emotion while adding a certain element that helps define a brand. Think Tiffany's blue or Target red.

Font

Your font happens to be a key player in the identity game. Are you going for bold or simple? Elegant or edgy? Pay attention to:

Readability

Legibility

Font size

Height

Spacing

Think about how you want to pair a title, subtitle, and body fonts. Also make sure this pairing is consistent throughout your content materials.

Imagery

Shapes, patterns, angles, and icons are crucial to eliciting emotional responses that align with your company's core values and mission.

Photography style

Photography style is instrumental in reinforcing identity. Photos can illustrate who you are to an external audience, while also conveying real moments and events associated with your company in a visually appealing way.

Tone and voice

How do you want to come across? Goofy? Clever? Intense? Tranquil? Casual? Professional? This is where it might be helpful to have a writer on board to help maintain some uniformity within your communication. Consistency with your tone and voice, as well as a mission statement and core values, will help develop trust with your audience while also conveying who you are.

Recap

Brand identity: alongside your logo, these are the consistent elements used to communicate to your audience (colors, fonts, photography, music, voice or tone)

Determine your target audience to guide your brand identity

Consistency is key

The Brand

The basics of a brand

Your brand is the public's perception of you. To figure that out, put yourself in the consumer's shoes. Typically, people's perception goes beyond the logo and the color palette, it is also determined by:

Identity

Reviews and press

Products or services

Price point

Customer service

Knowledge and experience

Now that you are thinking like a consumer, let's look at a company: Disney.

Do you think of how family-oriented its films and products are?

Do you think of the great customer service you received at a Disney World restaurant?

Do you think of how overpriced a hotdog is at the theme park (seriously, why is their food so overpriced)?

Whatever you think of Disney, that is your perception as a consumer. Disney is a great example of an organization that has done well for itself as being branded the "family-friendly, customer-oriented, happiest-place-on-earth" company. So, how did their company achieve such success? They understood the heart or the "why" of their product or service.

Branding the Brand

As a marketer, you may think that when it comes to your brand, you are in the driver's seat. However, the truth is, the success of your brand isn't up to you, it's up to the consumer.

Don't worry, there's good news! There is a lot you can do to help shift and sway those perceptions in a desired direction. Again, this where our term branding comes in, aka, your efforts done to influence a brand.

*Your customers are in the driving seat,
but it's your responsibility to navigate
them down the road.*

Therefore, it's important to make sure you have a complete understanding of your product or service as well as your target audience before you begin developing how you want your consumers to perceive your brand.

Reinforcing Brand

Public perception is an integral part of your company's success or failure. So, make sure you're doing everything you can to listen to your consumers. It's also important to note that consumers will judge you based on your competition and their previous experiences with them, so you have to ask yourself, what makes you stand out? What makes you different from the millions of other sushi restaurants, shoe stores, or marketing agencies in the world? Find out, and get that message out to your audience.

Best ≠ brand

Not all companies promote being the best. Why? Because they have a different story to tell. Take Apple. It isn't the cheapest fleet of electronics — but that's part of their brand. They capitalize on offering quality products at a high price. In contrast, McDonald's isn't branded as the place to go for high quality, fine cuisine. Instead, they promote the happiness their food brings people. Companies don't have to offer the “best” in every area of consumer appeal to capitalize on their brand.

Ask yourself: what separates my company from the pack?

When you find out what separates you from the pack, THAT difference is your brand.

Recap

Effective branding comes down to standing out, being consistent, and providing measurable results.

When you find out what separates you from the pack, THAT difference is your brand. Own it, use it, capitalize on it.

Branding: the efforts done to help tell your company's story

Brand: the perception the public has of a company

Consumers build brands (and can tear them down)

Best ≠ brand

The most important thing to remember when it comes to branding is to be true to yourself—be trustworthy, find your strengths, maximize on them and go after your goals

Next Steps

If you've enjoyed this and want to dive deeper, check out our in-depth guide on branding at:

<https://creativearcade.design/approach-and-services/brand-development>

If you're ready to explore your brand's potential, ***talk to us about a FREE branding audit.*** We'll check out your brand and give you recommendations on where to start.

Notes



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