

What goes into your brand?

(at least, my take on it.)

Most people think that if you have a logo and a website, you have your brand. That is not the case. Below, I will dissect my thoughts on what really goes into creating your brand.

There are other factors that go into creating your ultimate brand and each one of them play a completely different role - only together do they form that perceived image, called your brand.

What are the things that create that overall brand?

YOUR LOGO DESIGN:

A logo is used for identification. A logo does not sell the business by itself. Logo's are meaningful because of the things they symbolize. What a logo means is more important than what it looks like. In its simplest form, it identifies a business. Think of a logo like a person. We prefer to be called by our name versus by "that guy that always wears a hat and walks funny." A logo should identify the business in a way that is recognizable and memorable.

YOUR IDENTITY:

Identity plays a major role in your brand. It's the visual devices used within a company assembled within a set of guidelines. (Colors, Fonts, Layouts) Staying within these guidelines, it ensures that the identity of your company is cohesive, which allows your brand as a whole to be recognizable.

Here are just a few of those devices:

- Your Logo (designed with the rest of your materials in mind)
- Stationary (business cards, letterhead/envelope, etc.)
- Marketing Collateral (flyers, brochures, etc.)
- Apparel Design (do your employees wear uniforms?)
- Other communication (smell, touch, how you answer the phone, etc.)
- Anything visual that represents the business

SO WHAT IS YOUR BRAND?

The word itself is a tricky one. Picture your brand as the car, while your logo and identity are the passengers. One does not work without the other. A brand is the all-encompassing image of your business. Its considered the perceived emotional image as a whole. Your brand is mainly created by how your target market perceives your image.

Simply put:

YOUR LOGO identifies a business in its simplest form via the use of a mark or icon.
YOUR IDENTITY are the visual aspects that form a part of the overall brand.

THE BRAND is the perceived emotional image as a whole.



LACEY CREATIVE

Right brain thinking for a left brain world.