



BRANDING

101



There's a lot of talk about branding these days. It seems to be the new buzz word. So what is a brand?

ACCORDING TO WIKIPEDIA:

"A brand is an overall experience of a customer that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. Name brands are sometimes distinguished from generic or store brands."

Basically, a brand is your customer's experience with your business. This means that every time someone interacts with your business, through ads, seeing your business card, seeing your logo on a sponsorship form, coming across any marketing or mention of your business, you are building their impression of your company. This is why it's so important to be consistent in your brand. What does that mean, though? Consistent branding is key to sending the message you want. Below are some easy ways to keep your branding consistent across all platforms.



LOGOS:

- 1) WHO IS YOUR AUDIENCE?** Identify who you're trying to attract. If you sell kids items, don't create a logo that looks very modern and corporate. You want something that makes people think of children when they look at your logo. If you are trying to attract corporate clients, keep the logo clean and simple. Flowery, cutesy logos will turn them off.
- 2) WHAT ARE SOME OF YOUR FAVORITE LOGOS?** This will help your designer know which way to lean. If your favorite logos are, for example, the Apple Logo, Nike and AT&T, you trend towards simpler, cleaner looks. Give the designer a visual, because WE are visual, and that's how we learn best.
- 3) HOW WILL THE LOGO BE USED?** A logo that is only going on a label will be different than a logo that will only go on paper or on the web. The designer may need to create different versions of the same logo for each format.
- 4) WHAT ARE YOUR BUSINESS GOALS?** This doesn't necessarily help with designing the logo, but does give the designer a clearer picture of where you want your business to go, which ultimately will affect how s/he approaches the design of your logo.
- 5) WHAT ARE YOUR THOUGHTS ABOUT HOW THE LOGO SHOULD LOOK?** Most people have an idea in mind. Just like you tell your hairdresser how you want your hair cut, and then let them cut the hair, give your designer an idea what you want. Once you do that, though, step back and let them work their magic. They are the artist and they will be able to execute your vision.



BRANDING:

1. HAVE A SET COLOR PALETTE, AND USE THESE COLORS IN EVERYTHING YOU DO. I always recommend customers have a brand board so they can refer back to it whenever they're creating a marketing piece. You can have anywhere from 2 to 6 colors, but keep it simple. Provide these colors to anyone designing something for your business. You should have CMYK values, RGB values, PMS codes, and Web codes for all your colors.

List the colors you'd like to use below. Your designer can convert Web Codes to CMYK, RGB, and PMS for you.



2. AS WITH ABOVE, CHOOSE SPECIFIC FONTS YOU WANT ASSOCIATED WITH YOUR BRAND, AND ALWAYS USE THESE.

I would suggest no more than 3 fonts, although you can add in variations of those fonts by using bold or italic versions. Keep it clean and simple-that helps get your message across. Use this space to list a couple of fonts you're attracted to. This will help your designer get a feel for what you need.

3. KEEP YOUR PHOTOGRAPHY CONSISTENT THROUGHOUT YOUR MARKETING.

Have a similar style of photography, similar color palette for the photos. So don't use a muted nature scene in one ad, and then a vibrant downtown scene in the other. It confuses people, because your message is not consistent and/or clear.



4. ALWAYS USE YOUR LOGO (HIGH RESOLUTION VERSION) IN ALL YOUR MARKETING MATERIALS. You should have a black version, white version, and if applicable, color version of your logo in various file formats. Your designer should tell you which versions apply to which platforms.

5. KEEP YOUR SOCIAL MEDIA IMAGERY CONSISTENT. Use the same profile photo for Twitter, Facebook, Instagram, etc. Post the same types of images, and keep your message consistent throughout.

6. WHEN PEOPLE SEE A POST ON INSTAGRAM, IT SHOULD TIE IN WITH YOUR WEBSITE, AND YOUR BUSINESS CARD, ADS, ETC. Consistency is KEY in branding.



FILE TYPES

EPS: For print, only. This is the file you provide to a printer or designer. This is your vector file.

PDF: Mostly for print use. Universal file type that is usually high quality. Should also be a vector file, as long as the file was created in a vector program.

JPG: Web file, that can be used to print, but is not the same quality as an EPS.

PNG: Web file with a transparent background. Not suitable to print.



DIY

If you're on a budget, or would like to try and create a logo and branding board yourself, my suggestion would be to use something like [CANVA](#), or look on [ETSY](#). No matter what you use, though, make sure you have your logo in the types of files mentioned.

A seasoned designer may seem like a luxury expense, when starting your business, but they will help you in getting your business set-up, and will usually offer marketing and advertising along the way. Look at them as part of your team, and add their fee into your start-up costs.

If you're in need of a designer, I'd love to help with your branding and marketing needs. You can view samples of my work on my [website](#). You can also just flip through any of the KNOW books to see my style of work.

I'm also love to just chat and answer some of your questions! You can reach me at info@emmacatarino.com.

