

Branding is not just for big corporations.

When done well, branding generates value for all firms, from startup to giant. Beyond a memorable logo, good branding provides your company with direction and motivation, makes marketing to new customers easier, improves credibility and enhances investor communications.

So what exactly is a brand?

The short answer? Everything.



1

Branding builds recognition

A company logo provides the first point of contact and recognition for many people.

A great logo is instantly recognisable and easily remembered – think of the Nike swoosh, the Coca-Cola lettering or the Starbucks mermaid.

As the 'face' of your company, good logo design is critical, because it appears on all your materials and advertising.

A professional logo is simple enough to be memorable, but powerful enough to give the desired impression.



2

Branding provides differentiation

If every brand was the same, you wouldn't know which one to choose – everything would be generic. Branding provides differentiation that helps you stand out and be memorable.

Would it be possible for you to tell a friend about the new shoes you love, if you couldn't remember the brand?

The goal of all brands is to leave an indelible impression that resonates with customers, making them more likely to repeat their purchase and share their experience with others.



3

Branding ensures cohesion

Strong brand identity relies on definition and cohesive application of a consistent tone of voice and character through many different types of cues, for example colour, typefaces, sound, smell, textures, shapes, etc., all utilised to create a consistent experience wherever the brand is encountered.

Every single touchpoint created for or associated with a company sends a message. The best brands pay attention to every detail.



4

Branding supports marketing

All your communications are marketing in one form or another – both internal and external – so make it count.

The medium chosen and demographic targeted for marketing builds a brand.

Too narrow a focus, and a company risks being 'pigeon holed' and losing their ability to expand into new markets.

Too broad a focus, and the company fails to create a memorable impression in the minds of would-be customers.



5

Branding helps build trust and credibility

A professional appearance helps to build credibility and trust.

People are more likely to purchase from, work with and invest in a business that appears polished and legitimate.

Emotional reactions are hard-wired into our brains, and those reactions are very real influencers to our behaviour.

But of course a great brand identity cannot sustain this alone – it simply supports and enhances what is hopefully already there!



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Branding creates value, both real and perceived

Strong branding adds real value that improves the bottom line and helps position a company for investment and success.

Companies who trade on the stock exchange are valued at many times their physical assets. Much of this is due to the brand recognition of the company.

Whether a company needs to borrow funds, is preparing for an IPO, or looking to be acquired, perception is key. The greater a company's devotion to growing its brand value, the better potential financial return.



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Branding guides, inspires and motivates

Employees are the best brand ambassadors. But employees need more than just work – they need something to work towards. When employees understand your mission and reason for being, they are more likely to feel pride and work in the same direction to achieve the goals you have set.

Similarly, a strong brand, vision and mission helps to attract like-minded investors.

Having a strong brand is like giving your company a flag for everyone to rally around.



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Branding is everything you say, do and communicate

A great brand influences every aspect of your business, from product development to marketing, to how you treat employees and even how you answer the phone.

Great branding gets you noticed in a busy market, where consumers are bombarded by visual messages non-stop, 24/7.

Your brand sends a message to all those who experience it in any way. It takes focus, clarity and consistency to build up long-term brand recognition and impact.

Make sure yours stands out!

The branding process



Investigation

Investigate / audit existing brand systems in use, review of competitor landscape, SWOT review and information gathering.

Strategy

Evolve / develop brand strategy and market positioning to provide a solid and unique platform from which to build the brand.

Expression

Evolve / design a new logo and primary supporting elements for the brand, to establish key building blocks for everything.

Execution

Develop final brand standards and apply to requirements such as website; stationery; marketing; environments; etc.

Delivery

Launch the new brand with impact, target and engage key audiences and promote through print / digital marketing and PR.

To talk about your brand, communication or marketing challenges and how we can help, call us on 0131 555 3553 or email ewan@mortonward.co.uk

