6 IMPORTANT THINGS YOU SHOULD KNOW ABOUT BRANDING

2tempo

KEEP IT CLEAR AND SIMPLE!

Most new brands try to hard and over complicate the message. You need a simple message hammered home regularly. Make it easy for people to access and find out about the brand. They won't hang around waiting for your website to load because it's too big or too fancy they will just click on someone else!

2 BE DIFFERENT AND DARING!

You have to get stuck in if you are going to survive these tough times so get your branding to do the work for you. Look at how people talk about funny adverts. Take a look at how Illy Coffee has become huge through clever and cheeky branding. If you and your brand are different you will stand out from the crowd!

3

CALL A PROFESSIONAL!

If your car needed a new engine would you fix it yourself or get your sisters son fresh from college to do it? Messing around with your own branding is tempting and maybe you think Comic Sans looks friendly, but trust me, it will look awful! Don't be scared to get a professional help.

4 BE CONSISTENT!

Successful companies use their branding consistently in all areas from flyers and labels to the website and uniforms. That is why you always recognise them. It's the same font, correct colours, the correct use of the logo, using the same imagery and the same message again and again!

5 BE SEEN!

Your new logo needs to be everywhere. Not just your stationery, but presentation folders, email signatures, invoices, vehicles, uniforms or hang a flag from the window. Ask your clients if you can put a small one on their website. Get into as many online directories as possible. Try some guerilla marketing!

LETS END WITH A LIST!

To start making your brand a success you will need:

» A name
» A logo
» Defined colour palette
» Fonts
» Brand implementation plan

Give Gareth a call on +39 049 992 5453 and he will be happy to help you on your way!

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