

WHY BRANDING MATTERS?



Branding plays a big part in every business; no matter how big or small your business is. Think of it as a strategy to boost your company name. Having an identity is already an organic way of marketing. It makes your audience remember you easier with the way you present your brand.

So what is branding?

Branding is how a company or individuals represent themselves in the public eye. It is often a visual representation that leaves a mental picture on individuals. This could be from your logo, colors and typography. Your company name is the first step to branding. That is why choosing a name for your business has to be a smart decision.

Six rules of branding

1. Define your identity

Neglecting your identity as a brand is a mistake any company could make. Doing this could affect your audience's perception about your company.

While it is completely common for a business to be compared to another business within the same industry, each company should carry their own identity and be unique in their own way. A company without its own identity may appear to be unstable and lacking confidence.

There are so many questions to be looked at before a company decides to put their name out in the public eye. Questions like: How do you define your business in three simple words? How do you translate that into your logo, type and colors?

The most important part of this is understanding yourself as a brand. Answering these questions truthfully will help a company get a head start in how they want to define themselves and how they want to be defined as a brand.

2. Convey the message

When finding identity as a brand, you should ask yourself, “what message do I want convey to my audience?” This is because whatever image a company represent, it should reflect back on their message.

Brand message should be clear, straightforward and goal-driven. When you send a message that your audience can understand and relate to, you will make it easier for them to accept your brand.

Sometimes companies are focused on the number of things they do which result to multiple different messages being conveyed. Some of these messages may be conflicting and this can cause confusion. Hence, it’s important to look back at your goals and start building your brand message around that goal. Remember, good branding is about reaching your audience with the right message.

3. Create brand guidelines

Brand guidelines are helpful in keeping your brand in check. The guidelines usually consist of a booklet that includes information and rules related to your brand messaging, positioning and visual identity. The idea is to make sure that the use of company’s branding assets don’t stray from its own identity.

Brand booklet or guide is treated like a manual consist of rules to be applied when it comes to using your brand in a document; print or web. It is not usually restricted to one way. Instead, it gives a few different options that can be used such as logo sizes and its positioning. It is helpful to have this not only to be used internally. It has proven to be an essential when it comes to working alongside external third-party agencies for marketing related campaigns.

5. Gain audience trust

We all have heard of the phrase: “Customers are always right”. In reality we know that they are not always right. But because they have invested their time and money in a certain company, they deserve to be treated in a right way.

Although it is seldom mentioned, this point is very important to note. The way a company treats its customers matters A LOT. As a business, we have to understand that the brand name we carry is not just about making money. It is actually about our consumers. That is why it's important to listen to them and appreciate them. Bad reputation often goes viral when a company does not respond to their consumers. As a result, company will slowly lose their trust.

I believe that a company cannot thrive without supports from its consumers. Every company success comes from the consumers. And the best way to keep their trust is by appreciating them.

6. Consistency is key

Consistency is known to be one of the best rules in branding. Being consistent in how you present your brand determines your reputation. Inconsistencies can cause confusion, which will leave a perception that the brand is not solid enough to gain audience trust.

What it means to be consistent? Consistency does not mean to clone the same message on different platforms. It is to make sure that your message is inline with the image you are portraying.

One may argue, "What if I want to change the way my logo look?" A change doesn't mean that you lose your identity. You are upgrading it based on the identity that you set for the brand and create a better version of it. When it comes to upgrade, I call it version 2.0 - It's same thing but better.

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