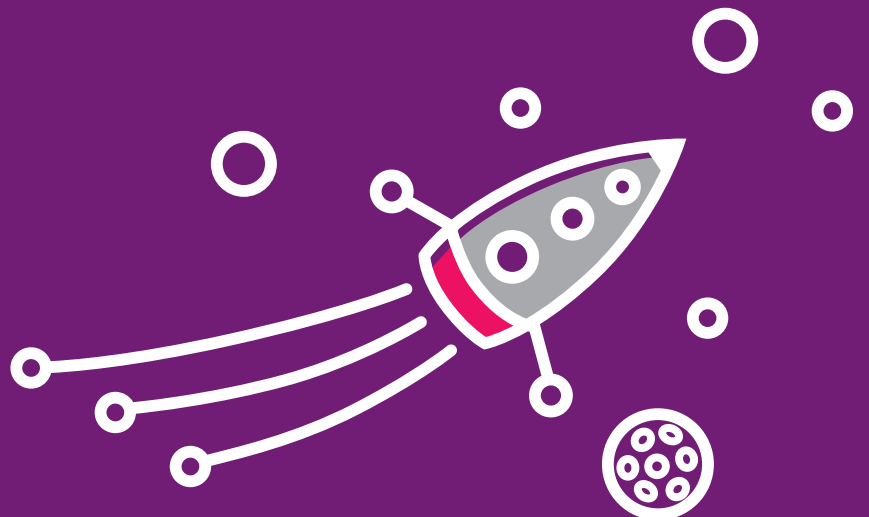
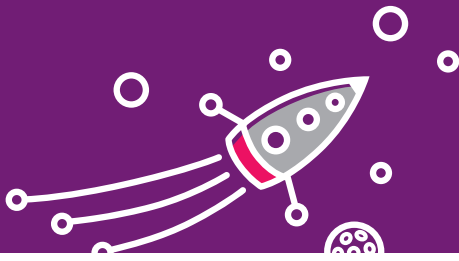


Developing your brand identity

Defining your brand





Defining your brand

Your brand identity (also known as your visual identity) extends far beyond just your logo. It certainly includes your logo and everywhere you apply it from stationary to business cards to your website and e-Newsletters.

It is the combined visual effect of all of these things, but also factors such as how you answer the telephone, the style of writing you use in your brochures and website (chatty and informal, very formal) and even the font you use in your emails.

To give you an idea of what makes a successful brand identity, here are some pointers:

Be unique – Make sure that your brand identity stands out from your competitors and that the graphics used are unique to your business. Ensure the way you write about your business is uniquely yours as well – consistency, tone, character and style.

Repetition – This will help potential and current customers to ‘connect’ with your business. The more they come into contact with your brand the more they will remember and connect with it. Ways of getting the brand out there are PR, advertising, web, newsletters and sponsorship. Experts say that it takes 6 to 12 ‘impressions’ – in other words coming into contact with your brand, for people to recognise and connect with your business.

Consistency – Ensure that the use of your logo, strapline and marketing materials is uniform and always appears in the same way. All of this should be developed by an expert in graphic design. Make sure that everyone in the company sticks to the ‘rules’ set out in your brand identity and that they are adhered to throughout all of your marketing materials. Ideally your business should adopt a ‘brand guardian’.

Be memorable – Build a memorable brand with your design expert, and emphasise your unique qualities (USP) through repetition and consistency and by using memorable words in your marketing materials that people will learn to connect with your business.

Meaningful graphics – Using specific colours, symbolic graphics and fonts that relate to your sector or USP will make you stand out and appeal to your target market.

Be clear – Make sure that your graphics are clear and get the point across. A good logo should be simple and meaningful.

Honesty – Make sure that your brand identity is honest and doesn’t promise what you can’t deliver – people will feel cheated and you will create bad feeling. Make sure you get across who you are and what you do in a way that people feel comfortable with and isn’t pretentious.

Personality – It is a good idea for your brand identity to reflect your own personality or your company’s personality so that people can identify with it. Make sure that you get your personality across in your marketing materials – are you a fun company, are you family run, do you care about the environment? Communicate this in your branding!

Be professional – This is why it’s important to get an expert in creative design to help you with this process! Many businesses fall in to the trap of trying to do it in-house to save money – You can easily spot a brand that has been ‘cobbled together’. Is this really the image you want to project?

Read our other guides in the range:

- **How effective are your communications?**
- **Raise your profile**
- **Determining your USP**
- **Know your tactics**
- **Acquiring new clients**

Horizonworks Marketing is a strategic marketing company based in the North East of England specialising in the science, technology, healthcare and manufacturing sectors. We provide a range of services to clients including:

- Marketing strategy
- Marketing planning
- Communications
- Branding
- Public Relations
- Events management
- Sales and marketing campaigns
- Mentoring



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