

Brandesign™

What is a Brand? Understanding and Building Value



A company's brand reflects its image among customers, partners, shareholders, and employees. A brand is the promise and expectation that people remember about a company. Good brands build companies, while ineffective brands undermine success.

Brandesign[™] has the knowledge and experience to help you build your brand.

What is a brand anyway?

What is a brand anyway? A brand is made up of the unique characteristics that people attribute to a company, service, or product. These characteristics are powerful, emotional and immediate — they make a connection. People trust a brand, they place credence in products and believe in them, they know the brand and become loyal to it.

Whether we know it or not, brands guide our behavior, decisions and purchases on a daily basis. Consider these brands and the associated brand attributes:

Nike	trendy, smart, fit
Apple	creative, cutting-edge, fun
Vodafone	friendly, happy, satisfying
TATA	strong, confident, trusted

By consistently representing your company's brand, we can help build value that can drive business and generate profit.



THE ELEMENTS OF A BRAND

What makes a brand? In the simplest form, a brand is the customer's overall impression of a company. The brand essence, the visual brand identity, and the consistent usage and display are what make a brand unique and valuable. It's what gives a brand a distinct personality.

Brand essence. Every brand has an essence — a differentiating idea that people come to associate with the brand over time. The brand essence is the foundation for developing a unique and consistent customer experience.

Consistency. The easiest way to enhance a brand mark and build brand equity is consistency. It can grow existing equity and enhance future brand growth — allowing a company to differentiate itself from its competition.

Visual Brand Identity. The visual representation of the brand is a “logo” (or “brand mark”). A brand mark can have a variety of forms: a symbol and word mark combination (Vodafone), a symbol alone (Nike), or just a word mark (Sony).

But the visual brand is much more than the logo or brand mark. It's a consistent way to represent the brand in any medium. It includes everything from company stationery systems and marketing brochures, to websites and presentations.

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Every touchpoint is an opportunity to strengthen and communicate about a brand's essence. A misused brand mark is a missed opportunity to build and strengthen brand equity. In today's markets, there is strong competition for mind share. Let Brandesign help you build your brand and gain a valuable edge on your competition.

“A logo is
the point of
entry to
the brand.”

BRAND TOUCHPOINTS

A brand touchpoint is simply an opportunity to enhance or strengthen the brand. Tangibles like packaging, websites, business cards, and newsletters are all examples of brand touchpoints.

Printed communication. Printed communication offers the broadest range of visual touchpoints for strengthening a brand. Corporate communications such as stationery systems and brochures are integral pieces in communicating the brand.

Web and multimedia communication. Digital communication is as important as printed communication when it comes to strengthening a brand. Web sites are available on demand. In an average day, a person can easily take in more banner advertising than TV advertising. Interactive demonstrations and presentations are becoming more and more common. These opportunities are potent vehicles for building brand awareness and strength.

Email, phone and spoken communication. The most granular levels of brand consistency are the most often overlooked and least understood. A company whose employees answer the phone consistently, use the same language when describing their services, and use similar email auto signatures, is going to be more memorable than a company whose verbal communications are inconsistent and scattered.



BRAND IDENTITY DEVELOPMENT

When is it Needed? It's not just for new businesses. There are several situations where brand identity development is necessary.

For new business	Brand Identity Development might be needed when a new company is formed or a new product is developed.
For business changes	When a company is changing its name, has merged with another company, or the business has changed focus, the brand identity should be considered and evaluated.
For established business	If your company isn't consistently represented to the public, if your visual communications lack focus, or if your company is established but the public doesn't know who you are, give us a call. Brandesign focuses on helping companies establish and build their brands.

Brandesign boutique size enables us to form client relationships that foster clearer communication and direct results. Everything we create is focused on building brands and brand awareness. It is our mission to help ensure that your project is designed for function and form, delivered on time, and developed to succeed beyond your expectations.

“Good design
is good
business.”

HOW WE DEVELOP A BRAND IDENTITY

Information Gathering. This is the first critical step in creating a brand identity. In order to develop your brand, we need to know your business. We meet with key decision-makers to establish expectations and gain valuable information needed to begin the design process.

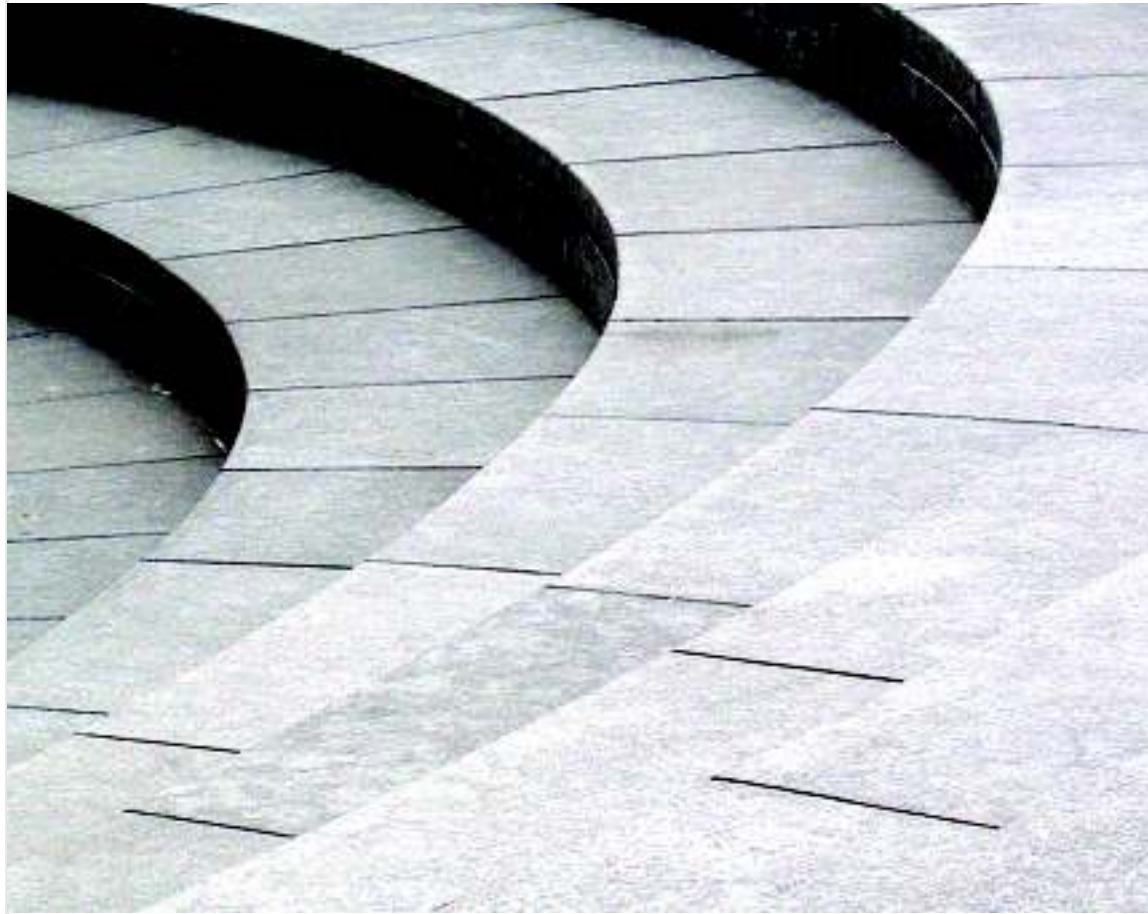
Design Process. Once we have become familiar with your business, all necessary information has been shared, and competitive research has been done, the design process begins. A series of visuals will be presented, along with the thinking behind them. This typically leads to more discussion, which leads to the creation of the final brandmark.

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Brand Guidelines. A final brand mark is just the beginning of brand development. Stationery systems, color palettes, image styles, and usage guidelines are established as part of the critical process of identifying the extended visual representation of a brand. The brand guidelines document provides a map of how to represent the brand. It gives your company the tools necessary to consistently use your brand to your advantage and eliminates the guesswork and potential for misuse.

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Value. Brand Identity is an important company asset and should be treated as such. The brand mark is the foundation for the brand identity. It symbolizes the company's culture and should evoke employee pride. When protected and used properly, it actively builds trust and promotes awareness. It is viewed as a competitive advantage that has measurable results.



Your brand is
your company's
most valuable
asset.

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