

5 SIMPLE STEPS FOR BRAND DEVELOPMENT

Top brands are more than just logos. There's a feeling of familiarity when you hear their catchphrases, see their colors or trademarks...you know them and understand their brand.

Below we've established **5 Simple Steps** to guide your business through brand development and to help you to **stand out** in a crowded market.



Know your market



A Tech company should have a different identity set than an Ecology company.

So your color selection, icon, and tagline should all reflect your company's personality and mission. Your logo is a great way to distinguish you from your top competitors.

1

KNOW YOUR BRAND

Start with your company name and what market you serve.

You want your brand to embody both of these things first and foremost.

Decide on colors, fonts, and basic shapes to visually represent the brand. Finally, distinguish the personality you want your brand to reflect (Fun, Corporate, Modern, etc.)



2

KNOW YOUR MARKET

Research your market, and learn from your top competitors.

What do they offer? How do they market? What missteps have been made?

Good or bad, learn from this! Having the essential data will help you build a unique brand identity, capable of standing out from the crowd.



3

KNOW YOUR AUDIENCE

Focus on consumer needs. Study current trends and areas on the rise.

You are more than a product and price tag, so a genuine first impression is a must.

Your audience is ever-evolving, so you must too.



4

DESIGN YOUR LOGO

Your logo is not your *Brand*, but it is the *Face* of it.

Once a logo is chosen, you should test across print, desktop, and mobile for color consistency.



5

BUILD YOUR STYLE GUIDE

Defining your branded collateral, and the right and wrong implementation of them is how you build cohesion across all visual elements of your business. Which increases your integrity and brand credibility.



Enjoy this infographic? Would you like to have one created that speaks to your business or industry? Contact us today, and see how we can make your brand stand out from the competition.