

# tips&resources

## Building the Brand

Get your customers to identify your company at a glance

Branding



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# Creating Continuity is the Key to Building Your Brand

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## What “building the brand” means

- A brand is the shortest emotional distance between a company and its customer.
- The customer identifies your company based on the colors used in all your advertising materials, or the imagery, or the layout.
- A successful brand image is one that is easily identified at first glance as your firm.

## Always use the same color scheme

- Choose one or two Pantone colors to represent the company; then use those colors consistently in all marketing, advertising and collateral materials, both internal and external.
- For example: when you think of brown, what company do you think of? UPS! Why? Because they carry it through in every way possible: brown logo, brown trucks, brown uniforms. They even make a point of it in their advertising.

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## Use one logo on all materials

- Have one logo that embodies all aspects of the company.
- Use it on all of your material.
- Your logo and color scheme need to match; e.g., you wouldn't use a pink color scheme for a road-building company.

## Don't forget the intangibles

- Try to create the same “feeling” in all your advertising and marketing materials.
- Examples: Coca-Cola's “happy summertime feeling”; sponsoring sports events, concerts and festivals; or Corona with their “vacation beer” ad campaign.

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