



## Taking a Brand from Good to Great

A corporate brand isn't just about your logo, website and Facebook fan page. Your brand is the source of a promise to your customer. It's really all about making sure that everything you do as a company has a coordinated look and feel about it. Graphically, that means creating a logo, choosing a corporate color (or colors), a typeface, and often a photo or illustration style.

Content-wise, it means honing in on the key points of your marketing messages to clearly, concisely, and compellingly reach your target audience. Taking the steps to establish a consistent message and image will pay off with customer loyalty, vendor confidence and employee pride.

### Define Your Brand...

The following questions will help you define or evaluate your current brand.

- 1. What products and/or services do you offer?**
- 2. What are the core values of your products and services?** (fun, creative, honest, etc.)
- 3. What are the core values of your company?**
- 4. What is the mission of your company?**  
(keep this short, succinct, and inspiring )
- 5. What does your company specialize in?**
- 6. Who is your target market?** (age, education, etc.)
- 7. Who do your products and services attract?**
- 8. Try to use your answers to create a tagline.**  
(be succinct, memorable, descriptive)

In order to perfect the image and message of your brand you must do the research to determine your target audience and how you want to be seen by that audience. Upon review of your answers you will begin to see the character of your company. What qualities stand out? Is your company innovative, energetic, or classic? Which of these characteristics and qualities get the attention of your prospects? Review the answers and create a profile of your brand.

### Create Your Visual Brand...

Strong branding strategies use design to communicate a message that attracts your target audience. An image is needed that creates confidence in your brand while differentiating you from your competitors.

- 1. Logo** - a unique and easily recognizable image promotes easy recognition
  - visually communicates your business nature
  - makes it easier to attract international business, because they are able to instantly understand your business offerings.
- 2. Correspondence & Promotions** - Business cards, stationary, postcards, flyers, brochures, invitations, notecards, catalogs, specialty advertising... A strong, consistent corporate visual identity throughout your communication and marketing efforts helps to effectively express your mission and create a solid image.
- 3. Website and Internet Marketing** - A well designed website creates an image of an established company. This applies to e-newsletters, blogs and social media pages.
- 4. Signage and Vehicle lettering** - Enhances customer comfort during maintenance calls, etc.

## Protect Your Brand..

Administrative assistants and sales staff snag logos from the corporate website, change the color, stretch them and use them on everything from brochures to social media profiles. The longer this practice is allowed to continue the more it will cost the company. Soon you have diluted image awareness and your brand is compromised. If this is happening in your company you need to stop it. The best way to start is by establishing and distributing company-wide standards.

### Brand guidelines:

About the brand (positioning, key research findings, etc)

- Usage and application
- Specifics (font, color, tagline, trademarks, etc)
- Communication roles and responsibilities (identify specific staff and departments)
- Support and contacts (in case there are any questions)

Literature (Correspondence, Web and Print):

- Logo and tagline (colors, size, placement...)
- Color palette (pantone, cmyk, rgb)
- Imagery (photos, illustration style...)
- Typography (fonts, size, color...)
- Applications (Web, print, vehicle...)
- Paper specifications (color, weight, texture)

Your employees meet, greet, and assist your customers in many different ways. They are the face of your brand. Engage your staff in brand training.



## Connection Graphics

Connection Graphics offers a complete range of technology, Web development and creative services. We are passionate about crafting well thought corporate identity and marketing strategies, and skilled at developing and creating:

## Monitor Your Brand..

A great brand can be costly and can take months, if not years, to build. It's a foundational piece in your marketing communication that you do not want to be without. In this internet age it can be destroyed in hours by a blogger upset with your company. Stay connected to what is being said. The first thing to do is acquire a feed reader. (Google reader has many nice features.)

1. **Google Alerts** are email updates of the latest results based on your choice of query or topic. The alerts tracks blog posts, news articles, videos and even groups.



2. **Blog Comments** - Use BackType.com



3. **Social Comments** - Yacktrack.com lets you search for comments on your content from various sources, such as Blogger, Digg, FriendFeed, Stumbleupon, and Wordpress blogs.



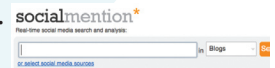
4. **Twitter** - Using Twitter search, you can locate any instances of your name. Try Twilert and TweetBeep too!



5. **FriendFeed.com** is a social aggregator. You can search your brand throughout all social networks at once.



6. **Social Mention** is a social media search engine for user-generated content such as blogs, comments, bookmarks, events, news, videos, and microblogging services.



- Brand identity
- Website Design
- Corporate brochures
- Corporate Identity Packages
- Corporate presentations
- Banner and billboard creations
- Ads and marketing materials for print & online
- Product & Event Marketing
- Product package graphic design, and more...