



ZO Agency

Your guide to
Branding



You mean a logo?

nope.

Branding is so much more than a logo. Your brand is how your customers perceive you, and is a critical element of your business.

As the world's richest man, Jeff Bezos, states: "A brand is literally what people say about your business when you're not in the room."

Branding is everything. Everything someone thinks or feels about your business. It lives in the hearts and minds of your customers, and helps form connections on an emotional level. It turns you from a company offering a product or service, to a friend, confidante, or family member.

When you build your brand, you build your reputation.

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another

— **Seth Godin** entrepreneur, best-selling author, and speaker

*What do you
stand for?*



What's a logo and why does it matter?

The foundation of your brand is your logo. Each of your public platforms (websites, social media, print collateral, and other promotional material) should consistently incorporate your logo and other brand elements.

Your logo encapsulates your brand promise to your audience. It serves to remind them of what they can expect from you in each and every encounter.

A logo is an identity. It identifies your business, brand, culture, meaning. While you may be concerned with creating a logo that is eye-catching and beautiful, it's more important to create a logo that identifies who and what you are.

In fact, perceptions about your logo will deepen in time as people interact with your business. Your customers will form a character for your logo. So it's important to get it right.



What are the benefits of branding?

Recognition

People tend to do business with companies they are familiar with. Good branding will click inside shoppers' minds. If your branding is consistent and easy to recognize, people will feel more comfortable purchasing your products or services.

Loyalty

There are two types of loyalty to consider. Customer loyalty and brand loyalty. Most businesses are aware of customer loyalty, as this relates to the overall spending power of your customers. Brand loyalty is all about how customers perceive your brand, and is easy to maintain once established. If your product quality and level of service remain excellent, your brand-loyal customers will be less inclined to check out competitors.

Consistency

With established branding—a company philosophy, logo, marketing, color palette, typography, website, etc.—other choices become much easier. All of your future marketing will be based off the branding you build.

What makes a brand?

Your position.

What is your company all about? What do you do? Who do you serve? What makes you unique? What does the consumer gain from using your product or service? The answer to all of these questions is your brand position.

Your promise.

Your promise is evident in what employees, customers, and partners expect from you in every transaction and communication.

Your personality.

What traits best reflect you? How do you want to be described as a company? These traits communicate your brand both to your employees and your customers. Pick four to seven traits to describe your brand. Set definitions and expectations for these traits, and adhere to them.

Your expressions.

Your brand is expressed—day in and day out—through your visuals and messaging. Your logo and other visual and tangible aesthetics are the face of your company. Your tagline, colors, website, even the name of your business are all part of your brand identity and expression system. They are what the customer will recognize of your brand. But this isn't only about look. Brands can be identified by other senses as well—like sound.

Your story.

More than just your history, people want the details, thoughts, and emotions that will let them connect with your brand. Give them the whole picture, the experience, the expertise, and the passion you have for the product and services you offer.

great!



What should I avoid?

Sending mixed messages.

You need to be clear in not only the brand voice and visual aesthetic you use, but also in your messaging. Make sure that you are providing information that your customers can understand. These brochures are a perfect example. It's great if we say you need branding, but if you don't understand what it is, or why it is important, the message doesn't deliver.

Following the leader.

Your competition sells similar products and services, has marketing in place, and if it works for them, it'll work for you, right? WRONG. Take what they do into account, but make sure your business stands out. You're building your brand to showcase why people should choose you over your competitors, so highlight those differences and celebrate your unique brand and voice.

Being inconsistent.

There are going to be some visual differences in your marketing materials. With digital, print, social media, tv, and radio, strive for continuity across mediums. Keep your colors, type, theme, and message consistent to ensure continuity across mediums.

Where do I start?

You already have the business, or the idea, and everything you need to build your brand. We simply help you discover and uncover what's at the core of your business and vision. All while making it look and sound better than you ever imagined.

That's our magic—taking everything that is the essence of you, and making it the brightest star in the sky. And if you have no idea what you need, where to start, or how to make all your pieces fit, we can help with that too.

Your brand is the single most important investment you can make in your business

— **STEVE FORBES** editor in chief of *Forbes Magazine*

*Know
yourself*

BEGIN.



Congrats~

You've just learned
a whole lot about
Branding!



Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

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