

ESTABLISHING YOUR BRAND

Wednesday, September 13, 2023

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CONNECT

Small Business Support. Big Community Impact.

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DPHHS

Healthy People. Healthy Communities.
Department of Public Health & Human Services



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WHAT IS A BRAND?

A brand is a set of visual assets, stylistic choices, and other resources that combine to form a cohesive image. A brand is more than a logo, name, or slogan. It could include almost anything that contributes to your company's reputation — like the tone used in your messaging or the dress code for your employees. The various ways you're perceived by the public is your brand.

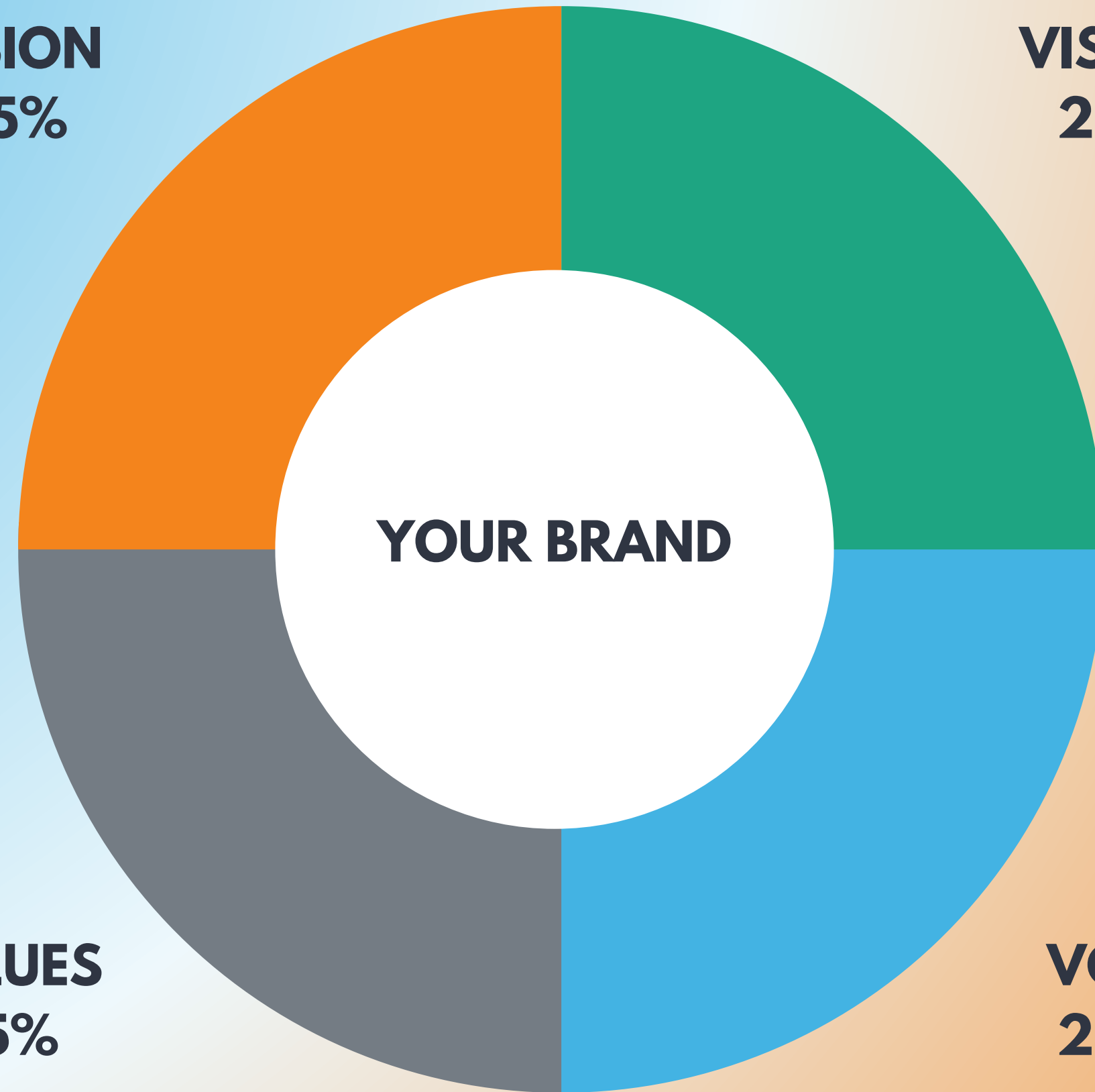
Brand vision is where you want to take your brand, your business and what you want to achieve in the future

VISION
25%

VISUAL
25% Imagery: Logo, colors, fonts, etc

VALUES
25%

VOICE
25% How you present yourself externally. Your tone, your word choice, your message.



Core values that your business believes in and stands for

DEFINE YOUR BRAND

WHAT ARE YOUR BUSINESS'S MISSION AND VALUES?

- This statement will inform other branding activities, so it needs to align with your business plan as well as your core values.
- If you're having trouble creating a mission statement, try answering a few fundamental questions about your business. For example:
 - *Why does your company exist?*
 - *What problem can your product or service solve?*
 - *Why should customers buy from you instead of a competitor?*

EXAMPLE:

Montana Child Care Business Connect supports the start, viability, and expansion of high-quality, early child care businesses in Montana and helps cultivate child care business stability and sustainability. Connect is contributing to successful futures in Montana by providing small business support which will create big community impact.

WHAT MAKES YOUR BUSINESS UNIQUE? WHAT ARE YOU OFFERING?

- Are you licensed?
- Do you have a great outdoor space?
- Do you have exceptional staff?
- Do you have competitive rates?
- Do you follow a certain educational program?
- Do you offer flexible days and hours?

WHO IS YOUR TARGET AUDIENCE?

- Clearly identifying your target audience is an easy step to skip in brand building, but the reality is that different people respond to different tones, aesthetics, and brand personalities. If you start by considering what that audience is looking for, you'll have much less trouble designing a brand that engages and connects with them.
- One simple way to identify your audience is to create buyer personas.

CREATE A BUYER PERSONA

"TED"



PERSONAL INFO

- Age
- Gender
- Hobbies
- Location
- Interests
- Income

CHALLENGES

- What problems do they have?
- What life challenges do they face?
- What is something they're trying to solve?

GOALS

- What's their endgame?
- What does their professional and personal goals look like?

YOUR SOLUTIONS

- Do you meet their needs?
- Does your language and messaging match with them?
- What questions might they ask?

WHO ARE YOUR COMPETITORS?



- Are there other licensed programs near you?
- Are there unlicensed programs?
- Are there enough high-paying jobs where people can afford a one-adult income?

Examine other areas of competing brands as well, like websites, pricing, and voice. What comes up with a simple Google search?

DEVELOP YOUR BRANDING STRATEGY

BRANCHES OF BRAND STRATEGY

Your branding strategy is the roadmap for how you will communicate your brand to your target audience. It includes elements such as your brand messaging (after defining your brand), visual identity, and overall personality.

FINDING YOUR BRAND'S PERSONALITY

Your brand's personality should echo across brand operations — from web copy and social media profiles, to emails and product pages. Whenever a customer interacts with your brand, they should hear the distinct brand voice and see your personality. The voice you choose will depend largely on your audience, mission statement, and industry.

BRAND PERSONALITY

There are a few staple brand personality traits. Here are some well-known brands and what traits they echo.

Sincerity				
Excitement				
Competence				
Sophistication				
Ruggedness				

FINDING YOUR BRAND'S PERSONALITY

STORY TELLING

Stories connect people on a personal level, so using them in your marketing is a great way to appeal to customers.



Give a face to your customer to help them relate to your brand.

The stakes should be high. Assess what your customer wants or needs. Expose the practical need but don't forget to appeal to emotions.



Show your customers why your brand is the solution to their dilemma. Provide client testimonials that highlight the differences between your brand and the competition.

Give your customers an idea of a potential negative impact of not choosing your solution. Then deliver your call to action.



List several promises your customer can rely on if they choose your brand. Show how their decision will lead to success.

FINDING YOUR BRAND'S PERSONALITY

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PICKING A BRAND NAME

Naming your brand is one of the most important decisions you'll make. Most top brand names are either abbreviations or one to two words — memorable and easy to remember.

There are some simple techniques you can use when creating a name for your brand.

- *Made-up words like Adidas*
- *Inspirational figures like Nike — the winged goddess of victory in Greek mythology*
- *Relevant words or phrases like Mastercard for a brand of credit or debit card*
- *Word combinations like Facebook*
- *Altered words like Tumblr*

Before committing to a particular name, search for the name and similar variants on Google to make sure you won't face too much competition. Choosing a name that resembles the name of a competitor can pull traffic away from you and send it to them.

FINDING YOUR BRAND'S PERSONALITY

PICKING A SLOGAN

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A strong slogan is invaluable. It needs to be brief yet descriptive so that it can easily fit in many spaces like your bio on social media, website header, email signature, and more.

Your slogan needs to be both concise and easy to remember as well as consistent with the rest of your branding efforts.

FINDING YOUR BRAND'S PERSONALITY

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PICKING A SLOGAN

- Use a metaphor. Skittles uses “Taste the rainbow” as a metaphor to convey the range of flavors and colors of their candy.
- Capture an attitude. Toyota’s “Let’s go places” express the adventurous spirit of their consumers who use their vehicles to explore the outdoors.
- Describe what you do. Home Depot’s “How doers get more done” quickly states their objective — to provide DIYers and contractors with the means to complete projects.
- Highlight your benefits. Rothy’s “Reduce your carbon footprint in style” targets the eco-conscious buyer and tells them the two benefits of their brand — style and reduced environmental impact.
- Create a catchy rhyme or saying. Bounty’s “The quicker picker upper” both rhymes and showcases its claim to be more absorbent than other paper towels.

DESIGNING A LOGO AND VISUAL IDENTITY

One of the first impressions people will have of your brand is the logo.

It's the face of your brand, so you need to design a good one.

A logo often incorporates a variety of visuals, so there are several points to consider. Your color palette, choice of typography, and imagery are three effective design elements that are involved with logo creation.

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COLORS

Colors used in branding can also convey a specific message. Be mindful of the psychological effects of color when designing your logo and brand.

Research color theory to help solidify what you want your brand to represent and how you want it to make people feel.






FONTS

FONTS FONTS FONTS FONTS
Fonts fonts FONTS *fontS*
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FontS FONTS FONTS FONTS

Choose a font that represents your brand voice and personality well. Fonts communicate tone and brand identity as much as color and images. A bold, wide font implies strength. A serif font is often associated with authority. A script font can let audiences know your brand is more playful.

- If you decide to include text in your logo, keep in mind that it needs to be easy to read even when the platform or material forces it to be very small or in simple black and white.
 - Don't choose more than three fonts – two need to be similar (sans-serif vs serif)
 - Size matters
 - Colors matter
- 

"Nurturing young minds, one child at a time."

"NURTURING YOUNG MINDS, ONE CHILD AT A TIME."

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FONTS

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DESIGNING A LOGO AND VISUAL IDENTITY

IMAGERY



There are a few general types of images generally used for logos. Choose something that aligns with your business and marketing goals.

DESIGN ELEMENTS

When choosing all of your design elements it's important to remember that everything needs to look cohesive and well put-together.

Keep these points in mind when creating a visual identity

- What are the dominant elements?
- Is this reproducible?
- Is it scalable?
- Is it clear and simple?
- Is it easy to read?
- Could you recognize it from a distance?



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MARKET YOUR BRAND

MARKETING YOUR ESTABLISHED BRAND

Choose the marketing channels that are most effective for reaching your target audience, such as social media, email marketing, or events.

Implementing your branding elements across all of your marketing channels and touchpoints is very important. Here are some tips for establishing your brand:

- Ensure that your messaging is consistent across all channels and touchpoints.
- Use your visual identity consistently across all marketing materials, such as your website, social media, and advertisements.
- Leverage your brand to build customer loyalty and advocacy by providing exceptional customer service and creating a positive customer experience.



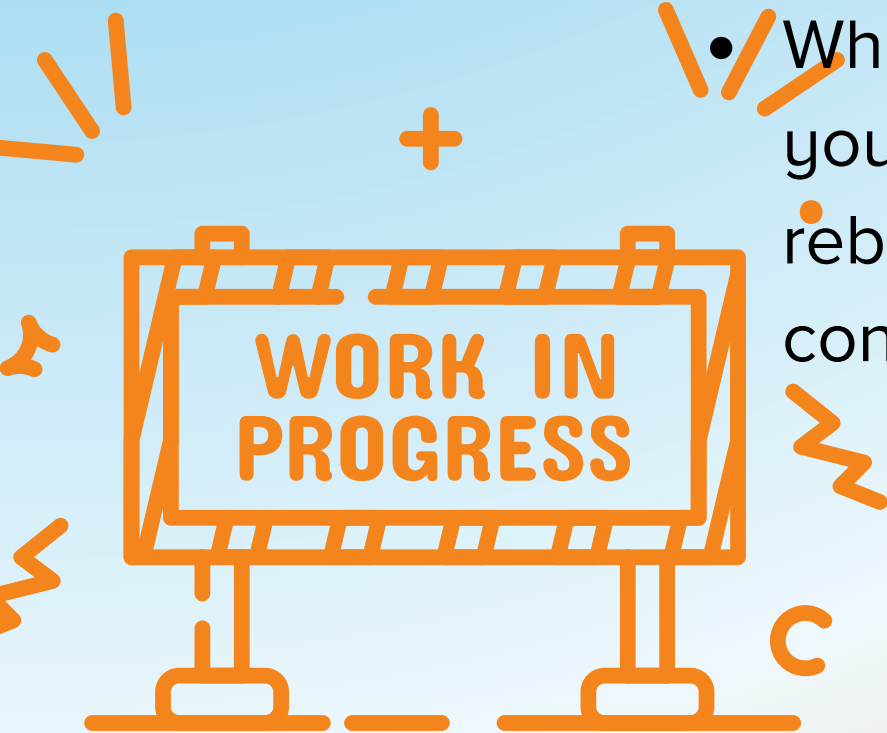
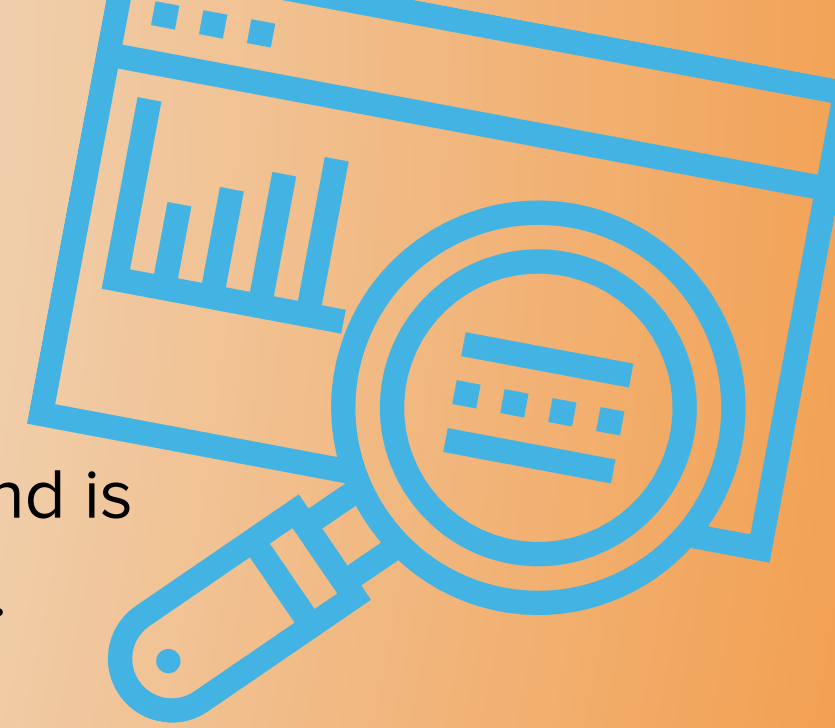
**COME TO MY
NEXT SESSION
TO LEARN
MORE!**

MONITOR AND EVOLVE YOUR BRAND

CHECK-IN WITH YOUR BRAND

Finally, it's important to monitor and evolve your brand over time. Your brand is not static; it will evolve as your business grows and as the market changes. Here are some tips for monitoring and evolving your brand:

- Regularly review your branding strategy to ensure that it is still aligned with your business goals and target audience.
- Monitor your brand perception through customer feedback and social media listening.
- Continuously test and experiment with new branding elements to see what resonates with your target audience.
- While brand consistency is critical for long-term stability and engagement, you don't need to continue with strategies that aren't working. Sometimes, a rebrand is the most practical solution to continue appealing to your consumers while helping you attract a new audience.





Questions?

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