



10 steps to create your brand identity...

1. A logo is not a brand

Step back and think about the bigger picture...

While a logo can act as a recognisable reinforcement, brands aren't built on logos alone.

A great brand can help you:

- Stand out from competition
- Earn a share of the market
- Create new product lines
- Generate customer loyalty
- Charge more for your product

2. Create your mission statement...

Example:

To bring inspiration and innovation to every athlete* in the world.

*If you have a body, you are an athlete.

(Nike)

So what is a mission statement?

A concise summary of the aims and values of a company, organisation, or individual.

"Brevity is certainly key, so try using Twitter's 140-character template when you're drafting your inspirational message. You need to explain your company's purpose and outline expectations for internal and external clients alike. Make it unique to your company, make it memorable, keep it real and, just for fun, imagine it on the bottom of a coat of arms."
Richard Branson

3. Create your vision statement...

Example:

Our vision is to be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online."

(Amazon)

How am I going to do that!

A vision statement is sometimes called a picture of your company in the future but it's so much more than that.

Your vision statement is your inspiration, the framework for all your strategic planning. You are articulating your dreams and hopes for your business.

Sometimes a vision statement can be summarised in one sentence.

- To help people be healthy
- To have our product in every home in the UK

4. Create a personality for your brand...

Our personality determines how we behave in different situations, how we dress and what we say.

Are you playful or serious; formal or casual?

Your brand personality is the tone and style, or attitude, of all communications. Clearly defining these elements will help you to direct all of your marketing materials from your visual identity, to your key message.

Get it wrong and it could be detrimental to your business.

5. Create a tone of voice...

Speak to your customers with a consistent language

Define your tone of voice - it will help reinforce the business's character and clarify its offering so customers are aware exactly what to expect from the product or service.

This voice should be applied to all written communication and incorporated in the visual imagery of all materials, online and off.

Write sparkling copy for your marketing. If you can't do it employ a copywriter.

Keep it consistent and keep it simple.

6. Define your target audience...

More isn't always merrier

You obviously want as many people as possible to know about your business. But the more potential customers you want to reach, the more time and money it's going to cost to do so.

Once you know who they are think about how you are going to reach them with your marketing:

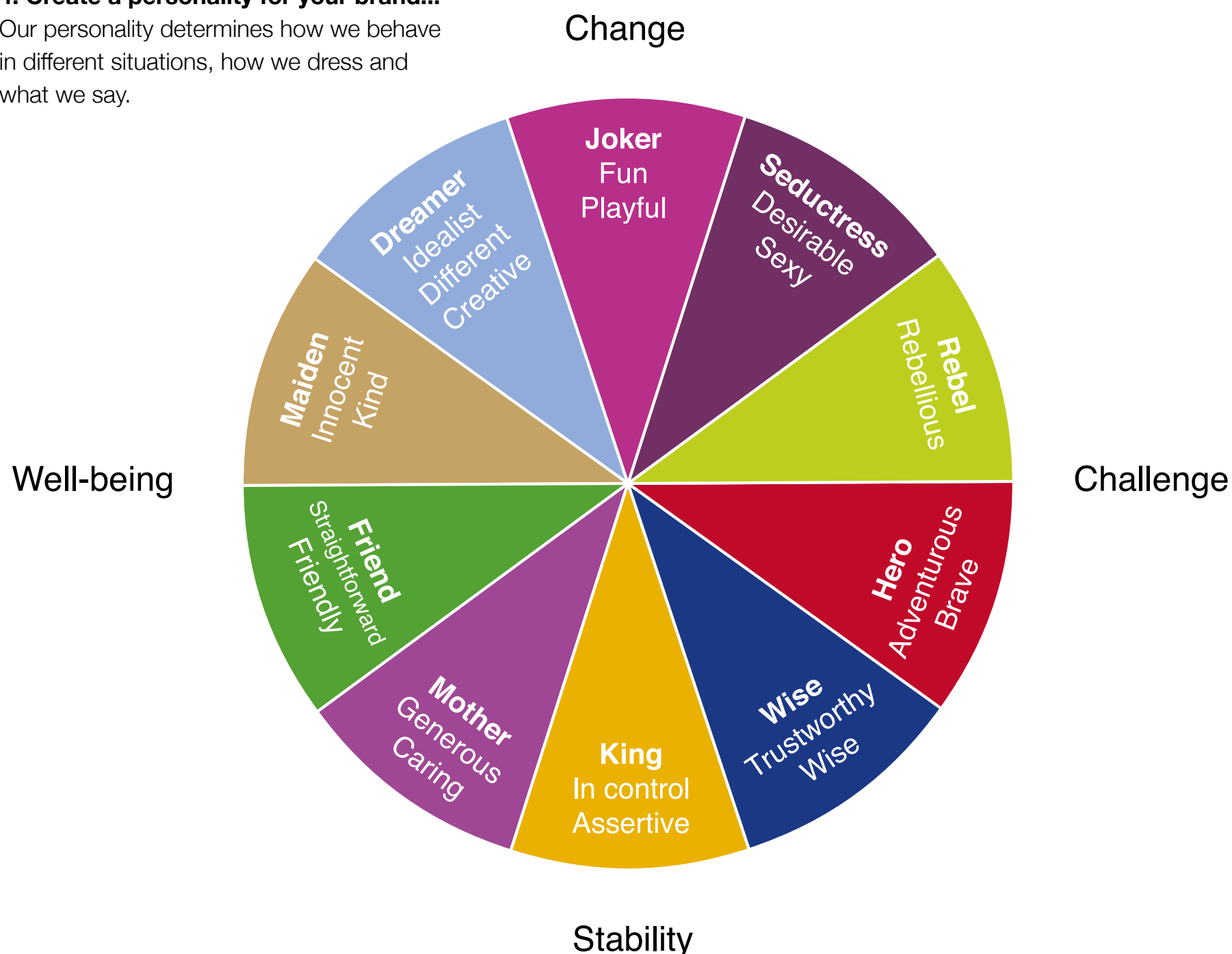
Social media, websites, flyers, brochures, tradeshow, PR and advertising etc.

7. Research your competition...

Research businesses and organisations that are similar to you. Check out their websites, read testimonials from their customers and visit their social networking pages.

4. Create a personality for your brand...

Our personality determines how we behave in different situations, how we dress and what we say.



Learn the needs, habits and desires of your current and prospective customers. Don't rely on what you think they think. Know what they think.

Look at the visual language your competitors are using - colours, style of imagery, how they are talking to their customers.

Then do something different!

8. Be innovative, bold and daring...

Stand for something you believe in

Big brands are encumbered by large layers of bureaucracy, preventing them from being bold and daring.

You have the chance to shine through with innovative ideas.

Do you have a story to tell?

Create a brand that you believe in.

9. Be consistent...

Time and time again

Brand consistency plays a critical role in establishing your

presence both on and offline. In today's marketplace, there are more platforms to convey your brand message than ever before - making it even more difficult to remain consistent.

Delivering a consistent message doesn't mean you must always use the same words and images. But it does mean that you must stay relevant and bring fresh, new ideas to your marketing while ensuring that everything you do remains consistent with your brand message.

10. Create a great logo!

Not a cheap reproduction

Create a great logo that will stand the test of time. Ideally simple and memorable. Don't underestimate what a bad logo can do for your business.

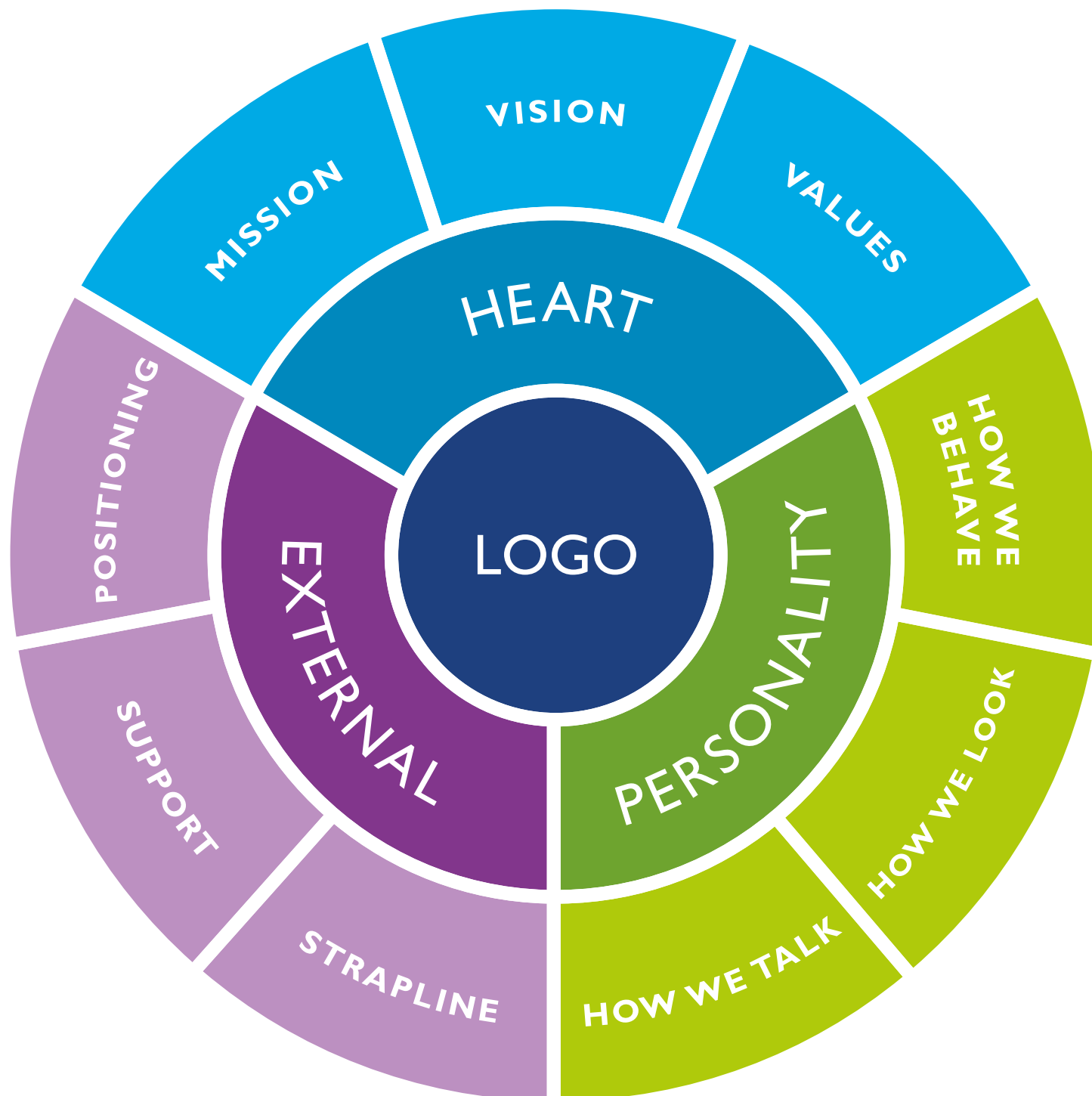
A logo is only as good as it's name - so make sure you get that right first.

Criteria of a stand-out name:

Distinctiveness, brevity, appropriateness, easy spelling and pronunciation, likability, extendability and protectability

If you are unsure of your name back it up with a great strapline!

What is a brand...



The Brand Wheel

What lies at the **'Heart'** of your company are your Mission, Vision and Values, defining the key benefits offered.

Mission - summary of your aims and values
Vision - your ambition
Values - your guiding principals

Your key **'Personality'** defines how your brand acts and communicates - how you talk, how you look and how you behave.

How we talk - tone of voice
How we look - visual identity
How we behave - how you act

Your **'External'** promise is communicated through your Strapline, alongside your Positioning and Support.

Positioning - where you sit in the marketplace
Support - substantiate your claims
Strapline - your promise



Defining your Vision, Mission & Values

Example:

Hilton Hotels

Vision - To fill the earth with the light and warmth of hospitality.

Mission - To be the preeminent global hospitality company - the first choice of guests, team members, and owners alike.

Values -

HOSPITALITY	We're passionate about delivering exceptional guest experiences.
INTEGRITY	We do the right thing, all the time.
LEADERSHIP	We're leaders in our industry and in our communities.
TEAMWORK	We're team players in everything we do.
OWNERSHIP	We're the owners of our actions and decisions.
NOW	We operate with a sense of urgency and discipline.

Vision Statement

- What are your most important products and services?
- What products and services will you never offer?
- What is unique about doing business with your brand?
- How would your customers describe your brand?
- Where do you want your company to be in five years?

Mission Statement

- What are the specific market needs the company exists to address?
- What does the company do to address these needs?
- What are the guiding principles that define the company's approach?
- Why do customers buy from you and not your competition?

Values

- List your products/services
- Translate these into the benefits they deliver to your customers
- Now look at those benefits - which are uniquely observed in your work compared with that of your competition?
- For each unique benefit, write down a correlating principle - a why - that makes this integral to your work

For example here are Avon's Values:

TRUST - means we want to live and work in an environment where communications are open - where people feel free to take risks, to share their points of view and to speak the truth as they see it. Trust people to do the right thing - and help them to understand the underlying reasoning and philosophy - and they won't disappoint.

RESPECT - helps us to value differences, to appreciate each person for her or his unique qualities. Through respect, we help bring out the full potential of each person.

BELIEF - is the cornerstone of empowering Associates to assume responsibilities and be the very best they can be. Believe in someone - and show it - and that person will move mountains to prove you're right.

HUMILITY - simply means we're not always right - we don't have all the answers - and we know it. We're no less human than the people who work for us, and we're not afraid to ask for help.

INTEGRITY - should be the hallmark of every Avon Associate. In setting and observing the highest ethical standards and doing the right thing, we fulfill a duty of care, not only to our Representatives and customers in the communities we serve, but to our colleagues and ourselves.