



DESIGNING YOUR BRAND

What is a brand? Its a promise delivered.

A company's brand represents their market identity — who they are, what they do, what kind of quality they provide, their reputation for trustworthiness, and more.

A brand summed up...

- Not just a logo, visual identity, color etc.
- It is how people feel about out us – the emotions they have when they hear our name or see a poster or read a brochure
- Not tangible or fixed

What makes a good brand?

On your own, think about a brand that you think is particularly strong and reasons why. Strong brands are the ones that understood what consumers wanted and delivered it.

There are three reasons to that:

1. It dramatically differentiates you from the competition
2. Addresses needs of Consumers
3. Makes it easy to identify ROI from advertisements & marketing

Build your Brand Exercise Questions

1. Who are we and what do we do
2. What are our values
3. What is our mission statement
4. Where do we sit in the marketplace
5. What makes us unique
6. What do people think of us now and what do we want them to think of us in the future
7. What does your brand do, that competitors do not
8. How are we going to represent our brand visually
9. How are we going to live and breathe the brand
10. How are we going to communicate who we are – brand strategy

Have questions about branding your business?

We're happy to help. Call 508-818-3644 or email info@brewsterbranding.com

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