

# Branding Survival Toolkit



# Preparation is everything

Before you talk to a logo designer or brand agency, you need to ensure that you have a clear vision for your brand identity. What does your brand stand for? Who are your customers? What are the main things that set you apart from your competitors? Have you completed a creative brief? Ensuring that you and your logo designer can see your vision clearly will save you time and money.

Your brand strategy defines what you stand for, a promise you make to your customers, and the personality you want to communicate. While your brand strategy includes your logo, colour palette and slogan, your brand identity includes:

- The images you convey
- The messages you deliver on your website, proposals and campaigns
- The way your employees interact with customers
- A customer's opinion of you in comparison to your competition



# Start to define & develop your brand

## Develop your brand around emotional benefits

- List the features and benefits of your product / service. A feature is an attribute – a style, colour choices. A benefit is what those features do for the customer and how they solve the customer's problem.
- Determine which benefits are most important to your different types of customers.
- Identify which benefits are emotional – the most powerful brand strategies tap into emotions (even among business buyers).
- Look at the emotional benefits and condense them down to one thing that you want your customers to think of when they think of you. This is what your brand should represent.

## Define your brand personality, story & positioning statements

- Think of your brand as a person with a distinct personality. Describe him or her, then convey these brand personality traits in everything you do and create.
- Write positioning statements and a story about your brand. Use this brand messaging throughout your business collateral.
- Choose colours, fonts and other visual elements that match your personality and create your identity.



# Logo requirements

## Part 1

### 1. Needs to convey your brand message clearly & directly

Keep it simple, keep it creative and incorporate elements that will make your identity unique. The key to this is “less is more”. Adding more bells and whistles just complicates and dilutes your brand message. Take a look at the biggest brands in the world (Nike, Apple, Amazon, paypal) what do they have in common? Their identities are all simple yet extremely effective as they are recognised by people around the world.

### 2. Needs to work on a variety of mediums

Having a logo that looks great on a A4 piece of paper doesn't mean it'll work when reduced by 70% for your website or business card. A professionally designed logo is designed to look great on a variety of different scales, backgrounds and mediums. You need to make sure your brand identity can easily be applied to your packaging or business collateral. Designs with tiny, complicated little details get lost in a Twitter avatar. Things need to work on a small scale in this smartphone era. It needs to be able to be read quickly and appear legible on both a van and a business card.

### 3. Too much, too Little

Trying to pack too many ideas into the design and using typefaces that are way too small to read can be a big problem. If the text is too small to read, it's not worth having it there. Keep it simple and focus on your key branding messages.



# Logo requirements

## Part 2

### 4. Get a style guide

If you're like most start ups and on a tight budget, then invest in a basic style guide that shows what fonts are used alongside your logo and what colours your logo uses for print and web. Nailing your colours for CMYK (print) and RGB (web) can save a lot of painful headaches down the road, particularly when it comes to printing. Remember that the colours on your screen never match the colours that are printed. A professional logo should be matched via a Pantone/CMYK colour swatch booklet. If you have the budget, then invest in a more detailed style guide which goes through how your branding should be applied to all your company's day to day business collateral such as flyers, business cards, advertisements, online, social media, photography etc.

### 5. Get the right logo files

Make sure at the end of the project you are getting all the essential files. Jpeg and png files won't cut it. You need logo files that work for both print and web. For print, you will need a high-resolution PDF file. This vector file can be scaled as large as you want and provide the best quality for print. For web you will need a jpeg and png file, these are optimised for websites and any online platforms. If you're lucky and the contract you have with your designer entitles you ownership to the working files, then you should also have access to a eps or ai file. These files are used to create your logo and are useful to have for any situation which will require another graphic designer to modify or edit in the future.





# Ready to brand?

For more branding information  
or want to start a new project?

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## Resources:

<http://www.marketingmo.com/strategic-planning/brand-strategy/>

[http://www.howdesign.com/design-business/design-thinking/6-things-to-avoid-when-designing-a-logo/?utm\\_source=newsletter&utm\\_medium=referral&utm\\_campaign=hw-cbu-nl-170911&utm\\_source=newsletter&utm\\_campaign=hw-nl-cbu-170911&utm\\_content=968726\\_EDT\\_HOW170911+%E2%80%93+B&utm\\_medium=email](http://www.howdesign.com/design-business/design-thinking/6-things-to-avoid-when-designing-a-logo/?utm_source=newsletter&utm_medium=referral&utm_campaign=hw-cbu-nl-170911&utm_source=newsletter&utm_campaign=hw-nl-cbu-170911&utm_content=968726_EDT_HOW170911+%E2%80%93+B&utm_medium=email)