



# 7 Keys to Brand Identity

# Clarity

- **Define your brand message:** The first step in creating a clear brand identity is to define your brand message. This should include a clear statement of your brand's values and purpose, as well as a summary of the benefits your brand offers to customers.
- **Keep it simple:** A clear brand message should be easy to understand and remember. Avoid using industry jargon or complex language that may confuse customers.
- **Be specific:** Be specific about what your brand does and what it stands for. This will make it easier for customers to understand how your brand can benefit them.
- **Use visual elements:** Visual elements, such as logos and color schemes, can help to communicate your brand message in a clear and memorable way.
- **Communicate consistently:** Consistency is key when it comes to communicating your brand message. This means using the same language, tone of voice and visuals across all channels, such as website, social media, and marketing materials.
- **Test and Measure:** Test and measure the effectiveness of your brand message by conducting surveys or focus groups to gather feedback from customers. Use this information to refine and improve your brand message to make sure it resonates with your target audience.

# Consistency

- **Establish brand guidelines:** To ensure consistency across all channels, establish a set of brand guidelines that outline how your brand should be represented. These guidelines should include elements such as your brand's color palette, typography, and imagery.
- **Train employees:** Train all employees on the importance of consistency and how to properly represent the brand. This will ensure that every interaction with customers, whether it's in person or online, is consistent with the brand's message and identity.
- **Maintain a consistent tone of voice:** Maintaining a consistent tone of voice across all channels is crucial for building a strong brand identity. This includes not only the language and terminology used, but also the overall tone and approach.
- **Use consistent imagery:** Consistently using the same imagery across all channels will help customers to easily recognize and remember your brand. This includes not only your logo, but also any other visual elements such as product photos, lifestyle shots, and illustrations.
- **Be consistent across all channels:** Consistency should be maintained across all channels, including your website, social media, and marketing materials. This ensures that customers have a seamless brand experience regardless of how they interact with your brand.
- **Continuously monitor:** Continuously monitor your brand's representation across all channels and address any inconsistencies immediately. Consistency is an ongoing effort and requires regular monitoring and updates to ensure that it stays consistent over time.

# Be Unique

- **Understand your competition:** To stand out in the marketplace, it's important to understand your competition and what sets your brand apart from them. Identify unique selling points and use them to differentiate your brand.
- **Be bold:** Don't be afraid to take risks and be bold with your brand identity. Being unique and different can help you to stand out and be remembered by customers.
- **Use storytelling:** Use storytelling to convey your brand's unique message and values. By creating a compelling narrative, you can make your brand more memorable and engaging.
- **Use unexpected elements:** Incorporate unexpected elements in your branding, such as a unique color palette or an unconventional imagery. This can help to make your brand stand out and be more memorable.
- **Look outside of your industry:** Take inspiration from other industries and think creatively about how you can apply those ideas to your own brand. This can help you to create a brand identity that is truly original and stands out.
- **Test and Iterate:** Test your originality concept with focus groups or surveys and gather feedback. Use this feedback to iterate and improve your brand's originality, and make sure it resonates with your target audience.

# Be Flexible

- **Be adaptable:** A strong brand identity should be flexible enough to adapt to changes in your industry or target market. This means being open to new ideas and being able to pivot your branding strategy if needed.
- **Keep an eye on trends:** Keep an eye on trends in your industry and be prepared to adapt your brand accordingly. For example, if there is a shift in consumer preferences towards more sustainable products, you may want to adjust your branding to reflect this trend.
- **Be open to feedback:** Gather feedback from customers and be open to suggestions for improvement. This will help you to understand what resonates with your target market and make changes to your branding strategy accordingly.
- **Have a long-term vision:** While it's important to be adaptable, it's also important to have a long-term vision for your brand. This will help to ensure that your brand remains relevant and consistent over time.
- **Be responsive to external factors:** Be aware of external factors that may affect your business, such as economic downturns or changes in consumer behavior, and be prepared to adjust your branding strategy as needed.
- **Use data and analytics:** Use data and analytics to track the effectiveness of your branding strategy and make informed decisions about how to adapt it. This will help you to make sure your brand remains relevant and resonates with your target market over time.



# Emotion

- **Appeal to emotions:** A brand that evokes emotions can create a deeper connection with customers. By tapping into emotions such as trust, happiness, or nostalgia, you can make your brand more memorable and meaningful to customers.
- **Use storytelling:** Use storytelling to create an emotional connection with customers. By creating a narrative that resonates with customers, you can make your brand more relatable and memorable.
- **Use visuals:** Use visuals such as imagery and videos to evoke emotions and create an emotional connection with customers.
- **Use music or sound:** Music or sound can also be used to evoke emotions and create an emotional connection with customers.
- **Use experiential marketing:** Use experiential marketing to create emotional experiences for customers that they will associate with your brand.
- **Use emotional triggers:** Use emotional triggers such as nostalgia, humor, and inspiration to evoke emotions and create an emotional connection with customers.

# Authenticity

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# Be Timeless

- **Keep an eye on trends:** Keep an eye on trends and cultural shifts in your target market and adapt your branding strategy accordingly.
- **Be responsive to changes in the market:** Be responsive to changes in the market, such as shifts in consumer behavior, and adapt your branding strategy accordingly.
- **Use data and analytics:** Use data and analytics to track the effectiveness of your branding strategy and make informed decisions about how to make it more relevant to your target market.

**Every great product  
begins with an even  
better story.**