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THREE KEY ELEMENTS TO ESTABLISH A STRONG BRAND IDENTITY



MARKETING TIPS

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Spring is considered to be a period of new beginnings and fresh starts. What better time to focus on your brand identity than now? Whether you're looking to refresh your current strategy or are ready to totally reinvent your existing identity, you can't go wrong with these expert tips from the professionals at beMarketing.

Three Key Elements to Establish a Strong Brand Identity:

1. Establish a brand guideline — Your brand guideline consists of tools like color, font, layouts, patterns, etc., that clearly communicate how your brand is represented. These tools are the key to visually portraying brand strategy, but where do you start? With loads of research! Take some time to analyze your audience and competitors. You can then build a template of the "do's" and "don'ts" to help create an effective business logo, fonts, and color choices.

2. Implement guidelines through different mediums and channels — Not only will your guidelines be represented visually, but they will also be expressed through the language you use. You want to create a tone that matches your brand's personality. Language can be included in your social graphics, throughout your website, and across your social media channels. To be easily recognized, stick to the same colors, fonts, language, and logo variations throughout your online presence, print materials, display graphics, and anything else that represents your business. By doing this, your customers will recognize and form a bond with your business right away.

3. Keep it consistent — As you continue to visually represent your business, be consistent! Brand consistency is crucial if you want to be successful, gain credibility, and earn trust among customers.

The next step in your brand identity process is finding a company that provides expert branding services. The digital marketers of beMarketing are here to help! Contact us today to get started.

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