



# BUILDING YOUR BRAND

THINGS YOU SHOULD KNOW





# MAKING YOUR BRAND WORK HARD FOR YOU



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**“A BRAND IS A  
PERSONS GUT  
FEELING ABOUT A  
PRODUCT, SERVICE  
OR COMPANY...”**

*Marty Neumeier*



## **WHAT IS A BRAND?**

There are numerous competing misconceptions about what a brand is and it's probably fair to say it'd be simpler to mention what a brand isn't.

A brand is not just a logo. A brand isn't a reputation. A brand isn't a trademark, or a symbol. A brand encompasses all of this and more.

A brand represents the sum of people's perception of a company's customer service, reputation, advertising and logo. And when all of these things are working well together, that's when we have a strong brand experience.

Brand doesn't exist in your marketing department, your PR team, or your CEO's office. A brand exists only within the minds of

your customers. If your customer believes that a product is new and innovative, then those attributes become a part of your brand in the customer's mind. If your packaging is beautifully illustrated, then they'll view your brand as sophisticated or luxury. On the other hand, if your service is poor, customers might think you're stubborn or rude. If your print materials are designed in MS Paint, you'll look cheap and amateur.

Everything your company says or does contributes to the perception of your brand and it is your job to ensure that every communication and every action is aligned with your brand and your brand message.

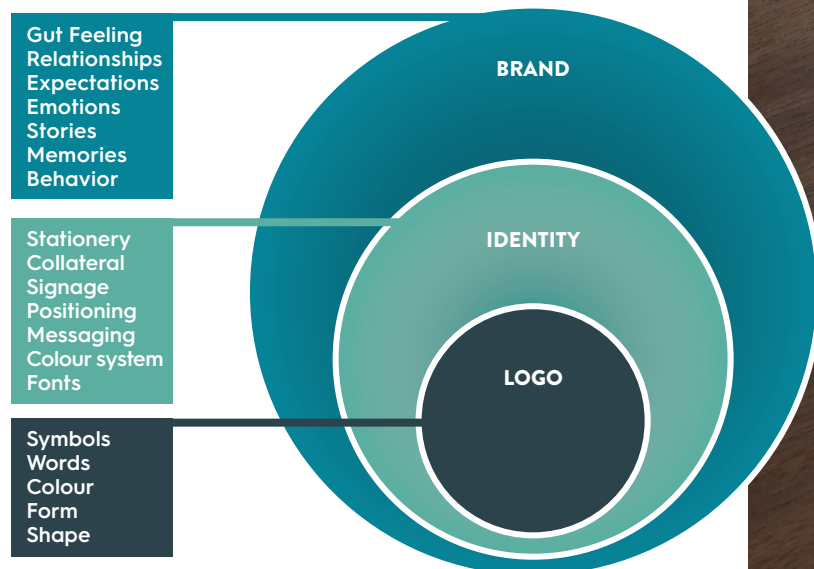
## NOT JUST A LOGO

To the uninitiated, the term 'brand' appears to be used predominantly to refer to a company's logo, and when it is said a company has nice branding, this is commonly used to refer to its logo, stationery and other printed material.

In reality, this is what we call the 'brand identity'. Or maybe more accurately, your brands 'visual identity'. The diagram below shows where your logo and 'visual identity' sit within the brand as a whole.

We can see that a brand is by no means defined solely by a logo. Your company's logo is vital, however, as it identifies your brand and therefore it needs to be recognisable, simple and effective.

If you look at the logos of some of the worlds big brands you'll notice that most don't show any reference to what they do. They simply identify.



## BUILDING YOUR BRAND







## THE ESSENCE OF A BRAND

In most cases a brand can be split into 4 main areas; Definition, Messaging, Service, and Identity.

**“Brand definition”** put simply, is the process of defining who you are, what you do, and who you want to help. It defines where you are in your market and helps you understand who you are as a business.

**“Brand Message”** is how you talk to your customers and your wider audience. Consistent messaging helps to prevent customer confusion.

**“Brand Service”** is best described as how you go about your business. Customer service is a key part of this. The way you serve your customers can really shape their opinions of your business and this should not be underestimated.

**“Brand identity”** is the combination of consistent visual elements that are used in your marketing materials. A basic brand identity kit consists of a logo, business card, letterhead, maybe an envelope. It can be extended to include a web site, brochure, folder, flyer, or any other professionally designed pieces. We know that 40 percent of people remember what they see far better than what they hear or read. So, having a distinctive logo and a strong visual presence increases your business's memorability.

**“A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL.”** *Jeff Bezos, CEO, Amazon*





BUILDING YOUR BRAND



## WHY DO I NEED A BRAND?

**If you are a professional in business, you need a brand.**

You wouldn't consider being in business without other important business essentials – your own computer, perhaps, or a business name or bank account. A brand is another of these basic business essentials. It's the central requirement for marketing and promoting your business.

There is nothing that looks less professional than not having a professional brand identity. If you do not establish a clean, high-quality, and consistent look and feel to your materials, you will have a much more difficult time gaining the trust of potential clients, and signing them on to use your services.

If you want to be perceived as offering a high-caliber service, you have to look polished and “put together.”

In addition to the visual side of your brand, knowing how you want to carry out your business is a great help.

Will you be friendly and approachable, or elite and exclusive? Will you focus on quality or price? Presenting your brand in the correct way will encourage the kind of customers you want.







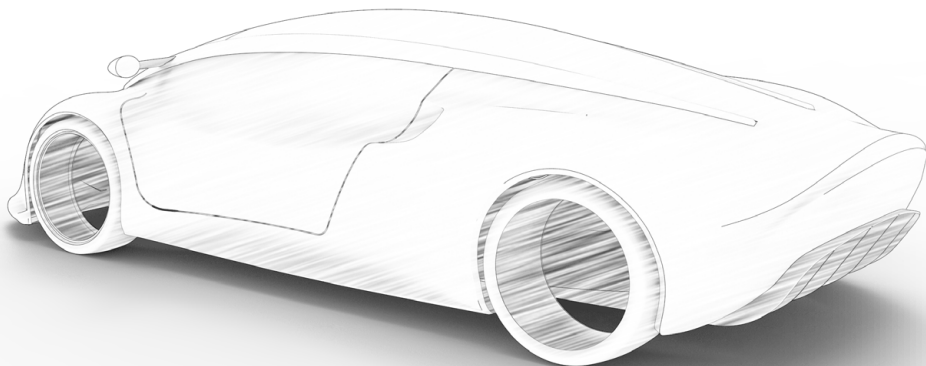
## IT'S ABOUT ATTRACTING THE RIGHT CUSTOMERS

**"But as long as I offer a great product or service my business will do well... right?"**

Well sure, that's a big part of it, offering great services and products can only benefit your business, but it really isn't the full story.

You will only do well if people know about what you do, and those people who know about that you do also need to want what you offer.

If you want to attract a specific type of customer, one that you know is interested in what you are offering, or a number of specific types, you will need to ensure you appeal to them otherwise they may never be inspired to try your product or service to find out how good it is.



## SCENARIO: THE NEXT SUPER CAR

For example, let's hypothetically say that Volkswagen decide they want to release a super car. It will be a high-performance car and will have a very high price tag, similar to that of a high-spec Ferrari.

Volkswagen have a huge number of loyal customers, and they may be very excited about this, and being loyal to the brand they may enquire in the hope that it might be affordable. But in reality, it is far out of reach of the majority of their market. Therefore, they are going to need to aim this new product at a different market, one which may not have a particularly high opinion of VW. They will need to attract customers of super car brands.

A Ferrari owner has likely bought his car based on the prestige of the brand and the look and performance that comes with it. But whilst he can see the specification is comparable and the looks are very attractive, he still looks at

the new Volkswagen as more of a 'family car'. It doesn't compare to the excitement of the Ferrari brand.

This isn't his fault. For many years Volkswagen have marketed their cars as affordable and high quality, but never really elite and un-obtainable. Ferrari, thrive on the knowledge that most people will never be able to afford one. They are aspirational and it's that feeling you get when you purchase one, that makes you feel it is worth every penny.

The point here isn't that one car is better than the other, but rather one is better for their target market than the other. VW sell vastly more cars than Ferrari. You don't have to sell the premium product to be successful, but you do need to choose which market to target and tailor your brand to appeal to that audience.

In the end it's about the feeling that a brand evokes in its audience.

If they see a brand as being 'like' them, or what they aspire to be, then they will feel an affinity with it.

This stimulates a strong emotional connection which develops into 'brand loyalty'... and that is priceless.







## BUT ISN'T CUSTOM BRAND IDENTITY REALLY EXPENSIVE?

It's true that having your marketing materials designed can be an expensive proposition. But if you don't have a high-quality, custom brand identity professionally designed the cost may be even higher. There are many effects that will harm your business, including the possibility that your clients will not respect you or take you seriously, among others.

A strong brand identity quickly pays for itself. For most businesses, if just two or three new clients call you over the course of your lifespan because of the equity that your brand identity creates, your logo and brand identity design package would be paid for. When you have a top-notch brand, new customers will contact you because they remember your logo, have held on to your business card, or are impressed by your brochure. And it's likely that many

more clients than the required few will contact you and your business will grow and flourish from the (relatively) small initial investment in the brand identity.

Consider also that a brand identity is a sustainable expense. Once you have had a timeless logo and set of marketing materials designed, you can use them for years to come. And, once you have a strong logo, creating consistent, targeted marketing pieces and programs is an easy addition to your existing system.

In short, a strong brand identity gives you the framework and recognition to hang your other brand activities on, including communicating your beliefs, ethics and goals.

Meaning your audience can clearly see "oh, that's the company that..."

**There is a good reason why large multi-national brands pay in the £millions to attempt to 'get it right'.**



## THE NUMBERS DON'T LIE

It can be hard to see the true value of your brand. It's nice to have a logo you are proud of and that looks good in your promotional material. But how do we know that spending that extra time and effort to develop a really strong brand is worth it? And maybe even more importantly... worth the cost.

Take a look at these figures that show the real benefits of a strong brand.

**82%**

OF **INVESTORS** WANT THE COMPANIES THEY INVEST IN TO HAVE A **STRONG BRAND**



WHEN COMPANIES **REBRAND**, IT USUALLY COSTS THEM

**5-10%**  
OF THEIR YEARLY  
MARKETING BUDGET

**77%**

OF MARKETING LEADERS SAY A STRONG BRAND IS **CRITICAL** TO THEIR **GROWTH PLANS**



**73%**

OF CONSUMERS LOVE A BRAND BECAUSE OF **GREAT CUSTOMER SERVICE**

**BUILDING YOUR BRAND**



**90%**

OF **USERS EXPECT** TO HAVE THE SAME BRANDING ACROSS ALL PLATFORMS/CHANNELS



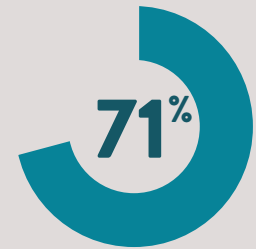
**CONSISTENT BRANDING** ACROSS ALL CHANNELS **INCREASES REVENUE BY**

**23%**

Source: [venngage.com/blog/branding-statistics/](https://venngage.com/blog/branding-statistics/)

BRAND COLORS **IMPROVE RECOGNITION** BY OVER

**80%**



OF COMPANIES LIST CUSTOMER **CONFUSION** AS THE **BIGGEST NEGATIVE IMPACT** OF AN INCONSISTENT BRAND

**95%**

OF COMPANIES HAVE FORMAL **BRAND GUIDELINES**



...BUT ONLY **ENFORCE THEM**

**25%**

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# THE WORLDS MOST RECOGNISABLE BRANDS

These companies, like millions of others, recognise the importance of a strong brand. Many have paid millions to develop their brand.

They operate in a number of different markets, but one thing they all have in common is that the logo for each is very simple and instantly recognisable.

They have a uniqueness that allows you to instantly know what you are looking at, and they have worked hard to ensure that your reaction to what you see is positive, which nurtures your brand loyalty and encourages action.

## TOP 10 BRANDS



1. Apple
2. Google
3. Amazon
4. Microsoft
5. Coca Cola
6. Samsung
7. Toyota
8. Mercedes-Benz
9. McDonald's
10. Disney



Mercedes-Benz





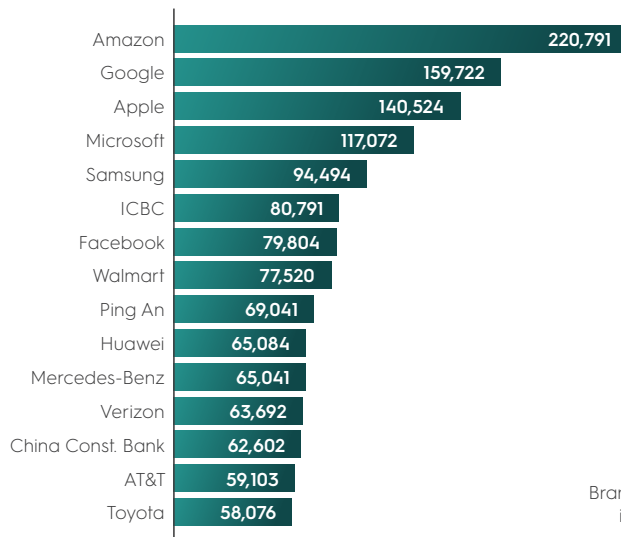
## THE VALUE OF BRANDS

It is perhaps not surprising, that in 2020, seven of the brands from our top ten list of the worlds most recognisable brands (on the previous page) made it into the top fifteen most valuable brands. Five of these seven were the top five. All with brand values in excess of \$94,000,000,000.

It is important to remember that a company's 'Brand Value', is different to the value of the brand (business). Brand value refers specifically to the equity attached to its customers brand loyalty. For example, what would be the benefit of the brand if Coca Cola launched a fruit juice on the same day as an unknown company. Would Coca Cola sell more, or at a higher value purely because of the name attached to it?

Brand Value can be a complex subject so if you're interested, there is a lot of information about it online.

### BRAND VALUE OF 15 MOST VAULABLE BRANDS 2020



Brand value figures are  
in million US Dollars

## CASE STUDY: BIG SPENDER

It is clear then, that many businesses should, and do, put a high value on their brand, and often spend vast amounts of money on developing it.

In fact when BP decided to rebrand in 2000 they spent around £132m on it. Of which £4.8m was reportedly spend on the development of the brand itself and the remaining millions were spent on implementing it and distrubuting it to their 28,000 petrol forecourts.

But this is not to say that all companies have to spend millions on their brand. It is all relative to your market and the scale of your company. And even then, the reputation of your brand plays just as big a part as the development of the visual identity.

For evidence of this we only have to look again at the BP rebrand. After spending this enormous amount of money to redefine their brand as more environmentally friendly, they were hit with a devastating event what massively affected the reputation of the brand.

The event in question was one of the most devastating oil spills in history in the Gulf of Mexico. Which obviously didn't support their new 'green' image.

Since then, they have spent many more millions on damage control.

Left: Previous logo.  
Right: The yellow and greens of the new logo were intended to represent the company's intention to be more 'Green'.





iMac unplugged.

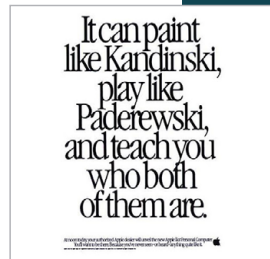
Introducing iBook. Up to six hours of battery life. Pentium-crushing G3 processor. Out of the box and onto the Internet in 10 minutes—no desk required. [www.apple.com](http://www.apple.com).



A selection of adverts from Apple during the late 90's.



Sorry, no beige.



## APPLE'S BRAND EVOLUTION



Original Logo  
1976



1977-1998



Current

## BUILDING YOUR BRAND

## EVOLVING THE BRAND

As your business, your customers, the industry and the market place change, it may be necessary to evolve your brand to keep it relevant. Generally, the first time we see this as a customer is when the company launches their new logo which is aligned with how they hope their brand will be perceived.

As you can see from the examples pictured, even the biggest brands do this, and some have made some very dramatic changes.

TGI Friday's have opted to simplify their logo. The essence of the brand has remained, but they have distilled it to its key elements and made them the star of the show. You will see this echoed throughout their literature and most likely reflected in their customer services and language they use.

When Apple first started out in 1976, they weren't the same company they are now. They just wanted to be different and innovative and the image of Sir Issac Newton under the apple tree felt appropriate to them at that time.

Once they started to become an established business the logo

changed to the simple rainbow apple logo in 1977.

Over the years, as the perception of the brand and current trends changed, the logo has become more simple, and more recognisable.

Apple seem to have the midas touch when it comes to their branding, and we have become so familiar with their brand that even if you remove the logo or products from one of their adverts, most people would still recognise it as an Apple advert.

Take a look at the adverts on the previous page. Notice the consistent use of type and white space which helps identify this brand. Although it has evolved even more since, this is still evident with their current branding.





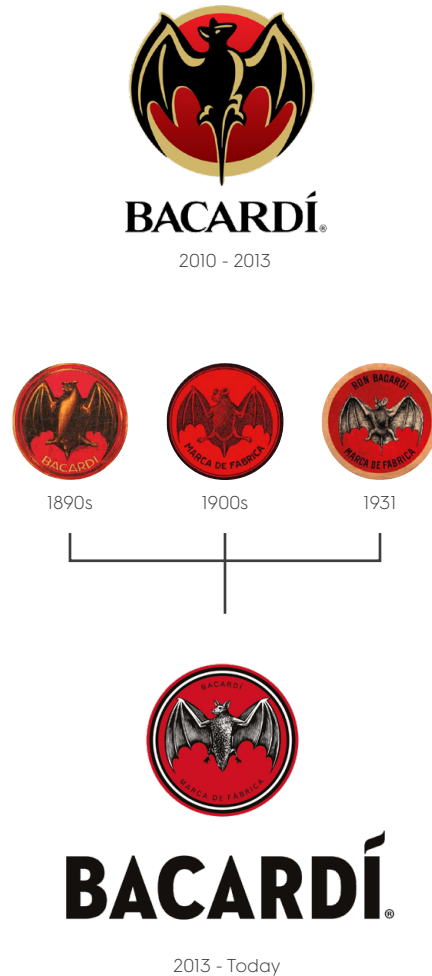
## CASE STUDY: CUBAN HERITAGE

A great example to demonstrate that there is no wrong answer when it comes to brand, only what is right for each specific brand, is the new Bacardi logo.

In 2013 their logo was clean and easily recognised, featuring a stylised bat device on a red disc, with gold highlights and placed over the word Bacardi in an ornately styled type. It worked and to the general public it was very effective.

However, Bacardi wanted to hark back to its long heritage and in doing so actually brought back to life a combination of three previously retired logos, used between the 1890s to the 1930s.

The result is a more detailed yet striking logo which is still very clean and recognisable, but also completely captures the essence of the brand.



See the full guidelines at [www.heredesign.co.uk/project/bacardi-identity/](http://www.heredesign.co.uk/project/bacardi-identity/)

## BUILDING YOUR BRAND







## WHERE TO START

The first thing to remember is that no matter what your business does, or where you do it, you should follow the same process and ask the same questions as any other business.

It is the answers to these questions that will make this process unique to your business and help you develop a one of a kind, relatable and recognisable brand.

The process works best if you have someone to bounce your ideas off. Someone to discuss what you're thinking with and get unbiased

answers, so try to sit down with some of your decision-makers (or even just someone who's opinion you value) and be honest about your business as it is right now, and how you want it to be in the future.

Be realistic and remember, you have the power to shape your brand however you want it. But to be successful you will need to put yourself in your customers shoes.





## ASK THE IMPORTANT QUESTIONS

Developing your brand strategy can be daunting and there are more things to consider than we can cover here. However, there are a number of questions that experts will repeatedly ask to guide them when developing a brand. So hopefully these will help you make a start.

Any answer you give to any of these seven questions could end up being a major influence to the direction your brand takes.

For example, question 2 doesn't immediately look as though it would have any effect on your brand decisions. However, if your goal was to enter the international market, perhaps trading in Japan, this could have a huge influence.

Are there any shapes, symbols or colours that mean something different in that culture, do they have a stronger affinity to 'green' brands, do they lean more towards online for selling or advertising.

Whatever your answers, at the end of the process you should have a clear 'roadmap' of what you want to achieve and the steps you need to get you there. After that it is simply a case of connecting the dots to form the image of the brand.

**1** WHAT IS YOUR COMPANY'S PURPOSE?

**2** WHAT ARE YOUR GOALS?

**3** WHAT DO YOU DO WELL?

**4** WHO ARE YOUR COMPETITORS?

**5** WHO ARE YOUR CUSTOMERS/USERS?

**6** WHAT BRANDS DO YOU FEEL ARE SIMILAR TO YOUR BUSINESS?

**7** HOW DO YOU SEE YOUR NEW BRAND LOOKING/FEELING?





## ADVICE AND TIPS

### **Don't just get a friend or relative to design your brand identity**

There are some very significant areas of your business that should be left to the professionals. First of all, while your friend may have been "great in art class," this does not mean that they have the knowledge and expertise required to create great graphic designs. Designing a logo, business card, or web site is much different than painting a picture or making a collage. You must make a brand logo scalable, meaningful, and symbolic. It must 'work' and not just look pretty.

Secondly, would you trust a friend to do something really important for your business? Would you trust a friend who is "good with math" to do your corporate taxes? If you wouldn't trust an amateur with an important business function, then why would you trust an amateur with your brand identity, the key to your marketing success?

### **Don't just build your brand based on what you like**

It's absolutely a good idea for you to like your branding. If you like it, you can stand behind it and be proud of it. But don't let your feeling about the logo design, colour choices, or language you use negatively influence your decisions.

At the end of the day, you want your potential customer to engage with your brand so they should be the people you are aiming to please.

### **If in doubt, ask the experts**

In principle the process of building a strong brand is simple. But in practice it can prove to be quite complex.

Think of it like cooking. If you give the same ingredients to an average person, and to a chef, you will get vastly different results. The steps are essentially the same, but the professional manages to do them with a certain finesse that the average person can not achieve.

If you value your business and the benefits that can come from developing a killer brand, then you should really consider speaking to a brand expert.

At Amadoo, we can work with most budgets and business sizes, and tailor a package specifically to your needs.

### **Remember, this is only the beginning**

When you approach a brand agency, or any other organisation to help with building your brand, remember that this is only the start of the process.

You will come away with a beautifully designed visual identity for you to use in your marketing activities, and clearly defined directions for your developing the wider aspects of the brand. But aside from that, the rest is up to you.

Part of your brand guide will likely include information about how you communicate with your audience. Your tone of voice and brand message, along with details about the kind of emotional response we want to evoke with various activities.

These will essentially be a 'road map' for you and your colleagues to follow. It will be your responsibility to ensure you continue to keep your brand on the right track.

Building your brand is not a sprint, it is a marathon and one false move can set you back more than you would expect so be careful. Your brand is important and should be nurtured over time.

## **"DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND."**

*Paul Rand*







## GET IN TOUCH

So by now you should hopefully understand exactly what a brand is and why it is so important to make your brand as strong as possible.

You know the questions to ask yourself to take those first steps to developing your own brand, whether it be for a new venture, or a rebrand.

If you're ready to take that next step but find the whole process too daunting, or feel like you don't have the time, skills, or resources to do your brand justice, that's what Amadoo is here for.

We are very happy to discuss your goals to find out the best solutions for you, and whether working with an agency is the right fit for your business. Whether it's just some advice, working with your team to develop a killer brand, or handling the project in its entirety, we'd love to work with you.

### GIVE US A CALL

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 [amadoophoto](https://www.instagram.com/amadoophoto)



igniting the spark of creativity