



How to create a brand people will remember

Catch the eye, cut through the clutter, and clearly deliver your message. That's what great brands do, and this guide shows you how.

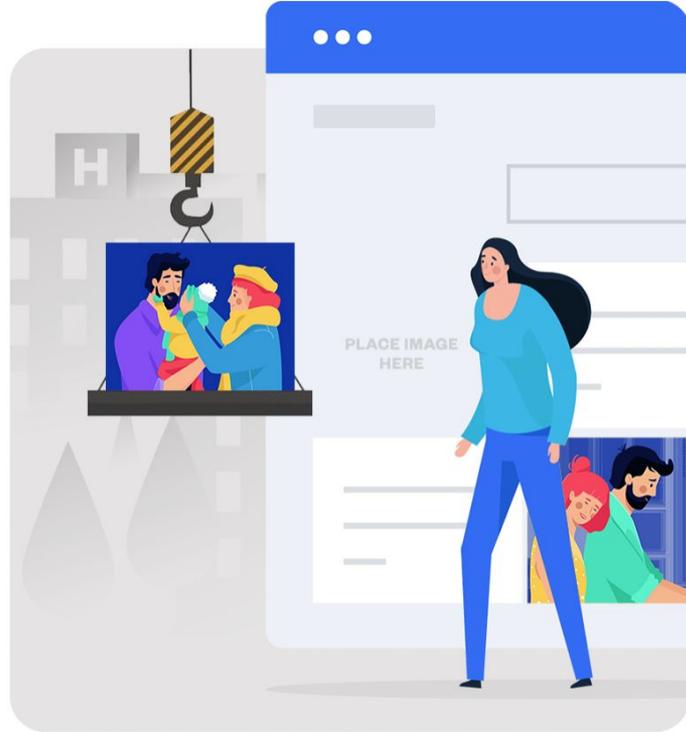


01 PERSONALITY

Human interaction still matters, even with the internet.

While many people assume that human interaction has diminished with the internet, it is more important than ever. This is why putting a personality, behind a brand, is essential. Humans want to connect with other humans.

HBR estimates that consumers who emotionally connect with brands are up to 50% more valuable to a business because they endorse and make repeat purchases. When getting your branding done, **think about what person best summarises your business** when it comes to how they act, and make sure that in all your written comms that you reflect them.



02

VISUAL IDENTITY

Whoever said ‘looks aren’t everything’ was obviously not thinking about visual identity.

Visual identity is the unique aesthetic design touch or style that comes across in everything that you do. This is extremely important when it comes to business. This is the thing that allows you to stand out among the crowd, create your own look and get noticed.

Depending on what you’re looking to be known for, your brand can shine through with its visual identity. If you’re unsure of what this could be, use [Behance](#) or [Pinterest](#) to get ideas. It is also helpful to consult with an expert who can help decide what the best option is for your business. Be remembered in the right way.



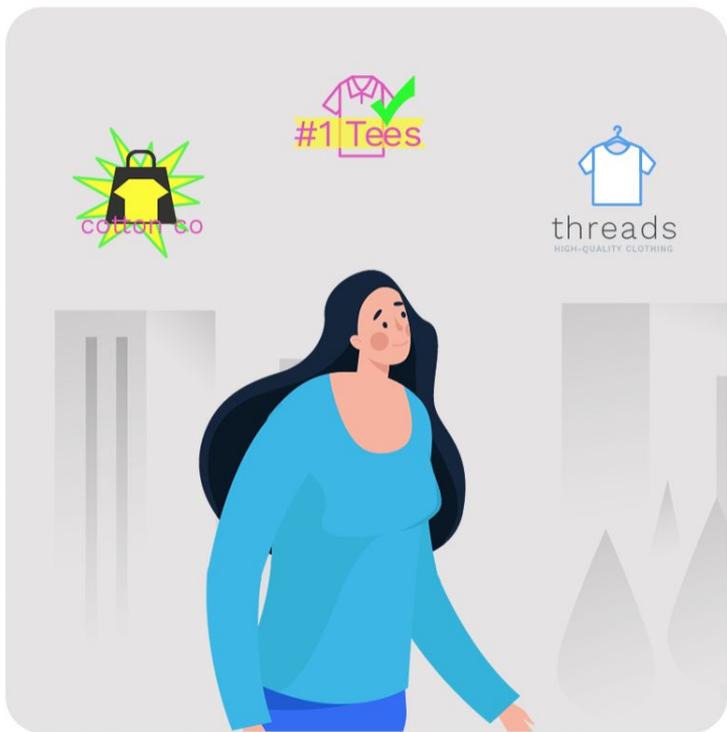
03

VALUE PROPOSITION

The value of a clear message.

Value proposition is having a clear message, that reigns through your entire brand. It is one of the most important aspects on building a brand that is memorable, valued by customers and successful.

What is your niche? What do you want people to think of your brand as? Think about what makes your brand different from others and **how you want to align yourself to others in the market**. If this is done correctly, it can define how people think of your brand and if they choose to interact with it or not.



04 LOGO

First impressions are everything.

A logo is like a first impression. It needs to tell a story about your brand but also be unique. If your logo is bad, it can give off the wrong impression. When someone looks at your logo, they should be able to tell how you position yourself, if you're on the low or high end, if you're considered vintage or modern and serious or outgoing.

When picking a logo design, try looking for initial concept ideas on [Behance](#) or [Pinterest](#). Then, make sure to always use an experienced branding team (like us for example - get in touch!) to create the perfect logo for your company!

