

## Describing the Brand

Your brand is so much more than just your logo. It describes the 'essence' of your business. When considering what your brand should encompass, consider not only how *you* perceive your business, but how you need your paying customers to perceive it.

A brand encompasses business names and slogans, colours, shapes, fonts, layout and style for advertisements and web site, language style – in some cases even smells and tastes!

*Try this exercise below to get you started.*

You can determine the characteristics and main messages of a brand by examining and describing it under these headings. There is likely to be at least four descriptors under each heading.

### **The Brand's Values**

*What 'values' does the brand represent or wish to portray?*

i.e. Respect; Honesty; Passion; Professionalism; Trustworthiness

### **The Brand's Personality**

*How would you describe the brand's 'personality'?*

i.e. Upbeat; Down-to-earth, Surprising; Dependable; Confident; Intelligent

### **The Key Messages**

*What are the key messages that the brand sends about itself?*

i.e. Our processes are second to none; We play a role in the community; We continue to build on our success; Our product/service benefits are exceptional

### **The Brand's Main Proposition**

*What is the foremost reason for customers to be attracted to the product/service?*

i.e. We make managing your finance easy; Never have to think about what to cook; We help you get on with your life; We make the pain go away fast

When considering upgrading or establishing your branding, consult a marketing strategist first. They will help you with what you need to say. A graphic designer will then illustrate what that looks like. Please don't ask your printer, web site builder or signwriter to create your brand!



# Marketing Fact Sheet