

# HELPING YOU UNDERSTAND BRAND, BRANDING, BRAND STRATEGY & BRAND IDENTITY



*Including  
questions which  
may spark some  
ideas and help  
the creative  
cogs turn!*

YOUdANdesign  
*Clarity Through Creativity*



# BRAND

*the result of your branding effort*



You don't own your brand, your audience does. Your brand is the perception of your business by the people who experience your business.

Through online outreach, customer service or what your client say's to their friend over a **Friday beer**.

Your brand is in every touch point of your business.



“Consumers are increasingly becoming far more discerning when it comes to choosing brands, buying into not just the business and brand **but the values that make up that organisation.**”

- Victoria Warnes, Client Partner, The Team



## Questions

Who are your favourite brands?

Why do you trust them?

What makes them memorable?

What do they do?

How do they make you feel?

Would you recommend them to a friend over a Friday beer?





# BRANDING

*is the act of creating a brand*

## WHICH INCLUDES A FEW THINGS:

- ⬡ Positioning Your Company or Product in the Market
  - Carving Out Your Place in the Industry
- ⬡ Devising Brand Strategy
  - How You Will Reach Your Goals
- ⬡ Crafting Your Core Message
  - Determining Vision, Mission and Purpose Statements
- ⬡ Designing How Your Brand Will Look and Feel
  - Your Visual Identity
- ⬡ Writing Brand Messaging (how your brand will sound)
  - Verbal and Written Tone of Voice
- ⬡ Setting Brand Standards
  - How You Keep Your Brand Consistent and Strong



## Questions

**As a business owner I'd be impressed if you took on all of the points over on the left.**

Out of the list, what do you enjoy doing and what can you outsource?

Or maybe a better question is, what are you *good* at and what can you outsource?

Or better still, do you need more time for other areas of your business? So then, what are you *prepared* to outsource?

# BRAND STRATEGY

*The plan you have to grow the reputation of your brand, AKA your business.*



## BRAND STRATEGY

Incorporates and blurs  
the lines between:

BUSINESS STRATEGY  
MARKETING STRATEGY  
ADVERTISING STRATEGY



One of the first conversations I have with new clients is about the impact they want to make through their business endeavours. I then ask them to clarify **the one idea** they want to communicate to their audience.

I believe brand strategy is the foundation stone in making that one purpose become a reality. **The key is to have just one core message.**



## Questions

If you could only communicate **ONE THING** to your audience, what would it be?

Why is that core message so important?



# BRAND IDENTITY

*what your brand LOOKS, FEELS  
& SOUNDS like.*

This is the **PERSONALITY** of your brand, created to evoke certain feelings and experiences, to communicate your value and cultivate trust in your audience.

Part of the brand identity is the VISUAL IDENTITY which includes - yep you guessed it - anything visual that your brand produces. Consider the following as some of the elements of a visual brand:

- ⬡ Logo Family
- ⬡ Colours
- ⬡ Font Family
- ⬡ Pattern
- ⬡ Icons
- ⬡ Symbols
- ⬡ Imagery (Photography or Illustrations)
- ⬡ Graphic Assets

**When designed around YOUR values and core message, the visual identity of your brand will be the RECOGNISABLE ESSENCE OF YOUR BUSINESS.**

## Questions

If your business was a person how would you describe them?

If your brand was to have a personality, what would it be?

Playful? Sophisticated? Calm? Energetic? Inspiring?



# *Where your business is seen* **YOUR BRAND IS SEEN**

And if you are making the effort to advertise and market to your audience wouldn't it be great to ensure those people recognise that it is you, and your business communicating with them?

**TOUCH POINTS** of your business are all the places where your visual identity is relevant and where consistency and alignment play a big part.

Here are some examples of how the visual identity of your brand can be deployed into the world as part of your strategy:

- ⬡ Website
- ⬡ Workshops
- ⬡ Email Newsletters
- ⬡ Social Media Content
- ⬡ Presentations
- ⬡ Stationary & Business Cards

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**A visual identity is designed with impact in mind, not just to look good but with a purpose of creating feelings within your targeted audience.**

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## *Questions*

What are the touch points of YOUR business?

Where will your audiences first come into contact with your brand?

Social media?

Website?

Seminar?

Referral?

# VISUAL IDENTITY

- There is no such thing as no design -

## SOME OF MY THOUGHTS ABOUT VISUAL IDENTITY:

Expanding on the quote above - “There is no such thing as no design” **there is only unconsidered design.**

I’m sure you don’t want your audience feeling like they are not considered, maybe that is an assumption, but hopefully you have downloaded this document because you are interested in creating an identity for your business that communicates your values and represents your core message.



“when brand communication comes through intact **-crystal clear and potent** - it goes straight into peoples brains without distortion, noise or the need to think too much about it. It shrinks the “psychic distance” between companies and their constituents so that a relationship can begin to develop. These gap crossing, distance-shrinking messages are **the building blocks of a charismatic brand.**”

- Marty Neumeier

Author, Speaker, Liquid Agency, US.

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**Visual Identity design is about making an impression in an instant.**

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## Question

Are you at a point in your business where you want to communicate with the sub conscious of your audience?



# YOUDANdesign

## *Clarity Through Creativity*

Shaping an abundance of ideas and creative uncertainty into a clear visual brand that communicates your value, bringing your business to life.

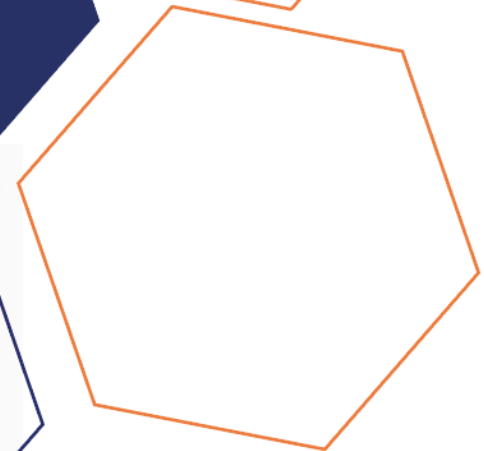
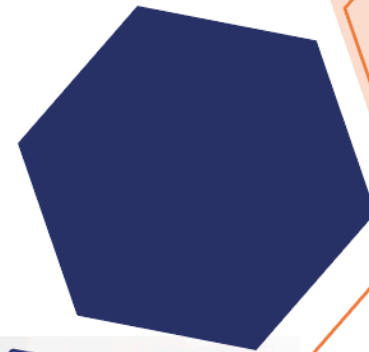
At YOUDAN design we strive to build on the existing foundations of purposeful endeavours, helping value driven people communicate with their audience.

Our design philosophy is based on creating visual continuity throughout your business, communicating in simple ways to create impact and incite trust.

By ensuring all your outreach spreads the same message and attracts your preferred audience we will build brand recognition and showcase your unique offering.

*"Build a brand, not a business"*

- Sir John Hegarty







We  
use hexagons  
in our visual brand as a  
nod to the honeycomb building  
structures of bees.  
It helps us communicate our love  
of collaboration, building  
relationships, working as a team &  
creating something worthwhile.

[YOUDANdesign.com](http://YOUDANdesign.com)

[kim@kimyoudan.com](mailto:kim@kimyoudan.com)