

MSO:

Why is branding so important?

Ever wonder why designers constantly go on about the value of good branding, consistency and guidelines? Below is information that outlines what they are going on about:

Branding is one of the most important aspects of any business, large or small. An effective brand strategy gives you a major edge in increasingly competitive markets.

Simply put, your brand is your promise to your customer. It tells them what they can expect from your services, and it differentiates your offering from your competitors'.

Your brand is derived from who you are, who you want to be and how people perceive you to be. And who you are should be based, to some extent, on who your target customers want and need you to be.

A clearly defined objective (desired result of a course of action) is imperative. Your course of action is to project a message to a specified audience in the hope of obtaining a desired response from that audience. As designers of the 'vehicle' that carries that message we must try to predict and maximise the response. As a rule, the message you project should be concise and understood quickly by the audience. You can't be all things to all people, and if you can't distill the message down to one or two sentences you are saying too much.

The foundation of your brand is your logo. Your website and promotional materials (all of which should integrate your logo) create the 'voice' for your company that reflects your company values and culture. This voice should extend throughout the visual imagery of all materials and be incorporated into every aspect of your business – your business cards to how you answer your phones, what your staff wears to your e-mail signature, everything.

In a 'nutshell' your brand needs to:

- Communicate your key message/s clearly
- Become a 'voice' for your company
- Motivate the audience to respond according to your objectives
- Stand out against the competition, and within it's environment
- Build the credibility and value of the company

MSO can help you achieve all of these things – get in contact with us today!