



Building A Brand.

By Emma Wilkinson at Bamboo Design

www.bamboo-design.co.uk

This is a guide about the importance of building brand components and how you make your brand stand out. It talks about the importance of a brand and provides tips and tricks to help you to stand out from the crowd.

Why Is Branding Important?

Branding, by definition, is when a company creates a name, logo and 'look' that is easily identifiable as belonging to a company. It helps to identify your product or service and more importantly helps you stand out from your competition.

People form opinions quickly and first impressions count. If you want to promote your business, you need to look professional with a well-designed brand to help build continuity and trust with consumers. Your brand reflects who you are, how you work and how you do business. People are more likely to do business with a company that has a polished and professional look. But remember... your brand should always be a true representation of who you are as a business, and how you wish to be perceived to the public – you should never sell yourself as something you're not.

Do not underestimate good branding! It can be the reason why someone stays on your website, likes your social media posts, or confirms your services.

Being properly branded gives the impression of being an industry expert. It makes the public feel as though they can trust your company and can affect their desire to work with you.

Branding can therefore be a catalyst for new business and if used consistently across all your marketing will increase your brand awareness. Consumers will be more likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well-established, word of mouth will always be a company's most effective marketing technique.

Before you create your brand ask yourself these questions:

- 1. In one sentence, what does my business do?**
- 2. What is my company's vision? Where are we going in the next 5, 10, 30 years?**
- 3. What do we stand for? What are our values? Why do we do what we do?**
- 4. What sets us apart / why do people want to work with us?**

Now try and reflect the answers to these questions in your brand!



Choosing a Company Name.

A company name should stand out and be original. Before you commit to a name, make sure it isn't already owned by someone else by searching for it on [Companies House](#). Choose a name that will stand the test of time and is easily remembered, so as you build your brand identity the name will remain relevant.

Before you commit to a company name, however, make sure there's a similar URL address you can purchase, along with social media handles. Select a website address that's catchy, that people can remember and type easily. Keep in mind too that shorter website addresses take up less room on any printed material, like business cards or brochures.

TOP TIP! Never let a designer purchase a domain name for you! Make sure you own it, so you always have control of your website.

Logo Design

A logo is the most important element of branding. It is the first thing consumers usually see and is essentially the face of the company. That is why a professional logo design should always be considered to ensure you give a meaningful, powerful and memorable first impression.

I believe these 5 things need to be considered when designing a logo:

1. It needs to be **suitable**: logos should have an appropriate font and colour scheme that supports their industry / business.
2. It should be **simple**: simple logos are often easily recognised and remembered and will catch the attention much quicker.
3. Make it **memorable**: an effective logo design should be memorable, and this is achieved by having a simple, yet suitable design.
4. Make sure it is **adaptable**: before finalising your logo, consider if it will work across a variety of mediums e.g. on your website and social media, on printed materials such as letterhead and business cards or on workwear.
5. A logo should be **timeless**: as your business grows a logo should remain relevant. The best example of a timeless logo is Coca-Cola. If you compare it to the Pepsi logo which has changed 11 times over the years, the Coca Cola logo has barely changed since 1886!

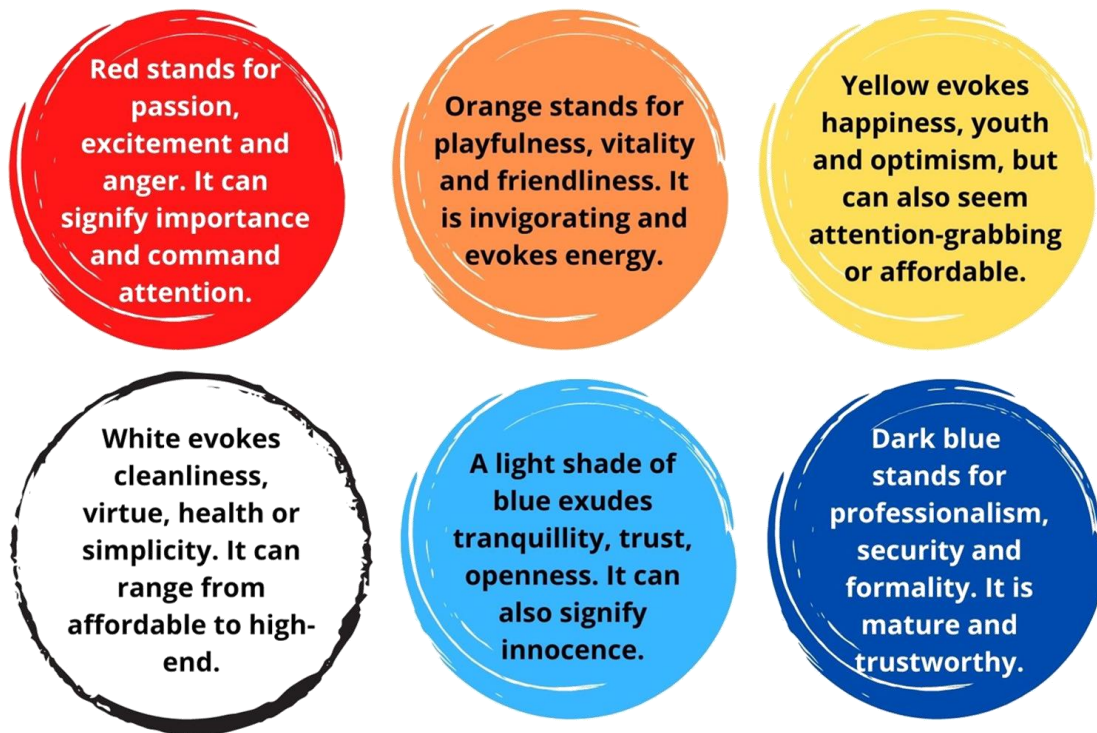


Choose A Good Brand Colour

Colour is also a crucial component of any business's branding.

[Research shows](#) that up to 85% of consumers believe colour is the biggest motivator when choosing a particular product, while 92% acknowledge visual appearance as the most persuasive marketing factor overall. Consider the right colour to represent your products and services. Get the colour right, as you will use this throughout the rest of your marketing to build your brand.

Colours can provoke emotions and feelings that enable consumers to form an initial impression without even knowing what your product is about. Put simply, brand colours are very powerful in helping people decide whether they want to engage with you or pick up a product from the shelf.





Purple can signify royalty, creativity and luxury.

Pink stands for femininity, youth and innocence. It ranges from modern to luxurious.

Brown creates a rugged, earthy, old-fashioned look or mood.

Green evokes stability, prosperity, growth and a connection to nature.

Grey stands for neutrality. It can look subdued, classic, serious, mysterious or mature.

Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling.

How Important Is A Website?

So important! You don't have a business unless you have a website! It is your virtual shop front, modern-day business card and an opportunity to showcase your capabilities, services, team and experience. It's the first thing someone will look for to check your credibility. More importantly every type of business communication you share, every piece of content, blog or email should always drive consumers back to your site.

Consistency is key!

The aim is to build a brand identity that is easily recognisable. To do this you need to be extremely consistent with your brand and weave it into everything you do.

Your marketing mediums – website, social media, email signature, letterhead, business cards, polo tops, vehicle or shop signage should all be consistent. This includes using the exact same font and colours wherever possible. Consider creating a company style guide so everyone is on the same page and knows the rules when using your brand.



Get Your Brand Out There!

Once you have your brand, get it seen by as many means possible and use your logo everywhere! There are lots of ways to promote your brand to get it in front of people. A website goes without saying but you can also consider:

- LinkedIn. THE tool for business networking online! Promote your business and brand on your LinkedIn profile and create a LinkedIn business page. Join, post and comment in groups in your industry too, or groups your audience follows. The whole point of LinkedIn is to connect and contribute to conversations.
- Use social media – Facebook, Twitter, Pinterest or Instagram. Find what social network resonates with you and start your page. But only open these if you have time to dedicate to keeping them regularly updated. There is nothing worse than visiting a Facebook page that was last updated in 2015! Get someone to help you with your social media scheduling or use tools such as Hootsuite to help you to schedule your posts in advance.
- Run a social media contest. Encourage people to like your page, by asking them to tag others. And invite all your connections, friends and family to like your pages too!
- Wrap your car in your brand. Maybe not to the Red Bull extent – although it is extremely memorable! Local sign shops can make magnetic signs to stick to your vehicles or on your back window. If you're in the car a lot why not use this opportunity to promote your brand, business and website address.





- Host a podcast, Facebook Live or share videos. One thing that is in high demand is information! Share your products, business and knowledge with Facebook lives or podcasts. Put videos onto YouTube to grow your audience and get your brand known! Did you know that YouTube is the next biggest search engine to Google?
- Write regular blogs and articles. Keep your website relevant with blogs and articles. You can even share these on LinkedIn or Facebook Groups to start conversations. The more YOU get known, the more your brand will get known too!

TOP TIPS FOR LINKEDIN...

- Be sure to use the blue banner at the top of your profile and company page. Not only with an image but use the space to promote your logo and include where people can find you (your website address for example). If people are searching for you and are not yet a connection, they will still be able to see this banner and know how to reach out.
- Be sure to edit your public profile and URL. It makes you easier to find and it's a quick, easy way to differentiate you from all the other LinkedIn users out there.
- Work out the top 3 hashtags to always add to your LinkedIn posts. Do this by using the Search Bar to see which hashtag has the greatest number of followers e.g., '#investors' has 17,876 followers, '#crowdfunding' has 86,607 followers*. Always post using the largest hashtags to reach the most people.
- Follow hashtags too! That way you can join trending conversations to give you more online presence!



Ultimately, why is brand building important? Because of its financial value, helping you with sales and growth, but it also works to build your reputation, values, and ethics as a business.

Hope the helps! Please reach out to Emma Wilkinson if you have any questions.

emma@bamboo-design.co.uk www.bamboo-design.co.uk

*as of August 2021