

Breaking Through:
**ESTABLISHING AND EVALUATING
YOUR BRAND IDENTITY**





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This executive-level eBook provides strategic tips and foundational insight to establishing and elevating your brand identity.

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Breaking Through with Your Brand

You've recognized a want or need in the market. You've developed a great product, service, or solution that effectively addresses it. You've realized that this in no way guarantees business success.

Success requires, in large part, breaking through a mass of messages, appeals from alternatives, and competing priorities to earn your audience's attention and, ultimately, their business.

Breaking through requires businesses to establish a brand identity that's recognizable, meaningful, and memorable for all the right reasons.



Brand:

The intangible feelings and perceptions people have towards a company, product, or service.

Brand identity:

The collection of tangible elements that help to shape a brand's image.

Before You Brand: Brand Identity Prework

Before an effective brand identity can be developed, leaders must thoughtfully explore and articulate who they are as a company, what they aspire to be, and how they envision audiences engaging and doing business with them.



To help your brand exploration here are sample questions to get started:

1

What personality should your business adopt? (Yes, B2B brands can have personalities too.)

2

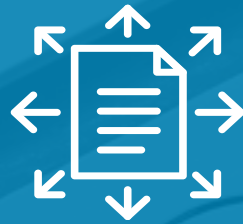
How do your competitors position and brand their businesses?





3

What do you want those who engage with your brand to feel?



4

How is your way of doing business different from alternatives?



5

What words best describe what your brand or business should represent?

Answers to these and related questions will help to inform the right collection of brand identity components and the desired effect of each ingredient.



“Consistent branding across all channels increases revenue by 23%.” - Forbes

Visual Brand Identity

Visual components create emotional and cognitive connections between a business and its audiences—even in the absence of words. Leaders should be certain that their visuals tie to their values and drive the right type of recognition. Key categories of visual brand identity include:

Logo

- Drive for simplicity
- Ensure scalability
- Make it memorable

Color

- Weigh color psychology
- Consider cultural attributes

Fonts

- Limit range of fonts
- Review in multiple mediums
- Assess nonverbal signals

Icons

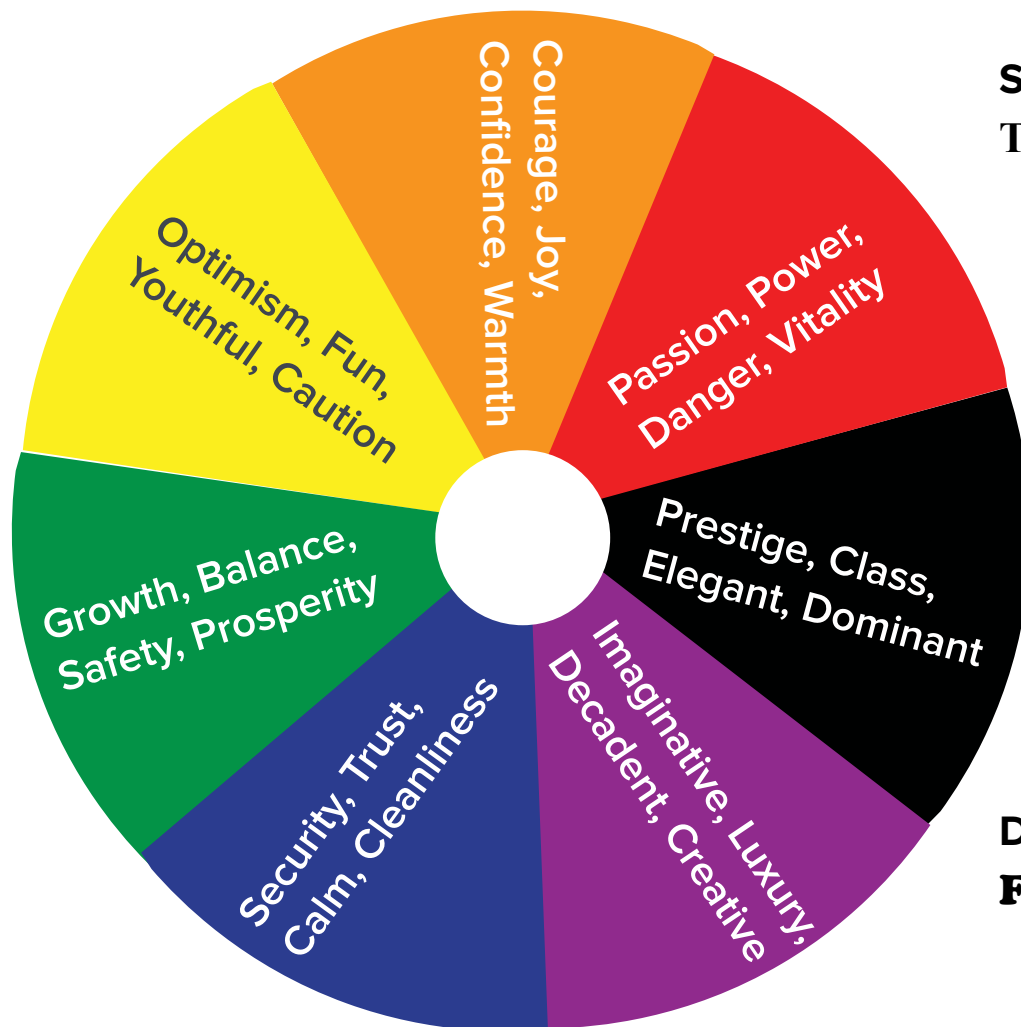
- Be purposeful in usage
- Assure styling consistency
- Check functionality across sizes

“Bad brand aesthetics caused 52% of consumers not to buy from a company.” – Venngage



Visual Brand: Example Explorations

Each visual brand identity component requires careful assessment across many angles and use case possibilities. There are foundational considerations to what color and font combinations will best suit your brand.



SERIF:

Tradition, RESPECT, Reliable, *Comfort*

SAN SERIF:

Stability, Objective, Clean, Modern

SCRIPT:

Elegance, Affectionate, Creativity

MODERN:

STRONG, Progressive, Stylish, Chic

DISPLAY:

Friendly, Unique, Expressive, Amusing



Voice, Tone, Messaging

Verbal components of brand identity dictate how a brand and its offerings should be articulated and expressed. For brands to gain traction and recognition, it is imperative to achieve consistency and clarity across all written and spoken communications. Key components of verbal brand identity include:

VOICE

How a company or brand's personality, values, and positioning should (and should not) be conveyed in communications, e.g.,:

- Avoid superlatives and jargon
- Express confidence and back with evidence
- Give specific examples of how to, and how not to, refer to your company, product and service

TONE

The emotions or perceptions that a brand's voice should impart to audiences across expected business interactions, e.g.,:

- Seriousness about our products and services but our company culture is casual
- Precision and expertise
- Approachability and problem-solving orientation

MESSAGING

A brand's tag line, elevator pitch, brand pillars, headline benefits, supporting examples, etc. – and their place in communications.

Take a look at our [B2B Messaging That Matters eBook](#) for a deeper dive into effective B2B brand messaging.

Voice, Tone, Messaging: Example Explorations

Developing verbal brand identity often includes exercises like the directional examples below to better frame a brand's desired personality, guide communications, and inform phrasing choices. Where possible, incorporate customer and prospect feedback as well as data insights from your website and other communications channels.

Verbal Brand Questions



- What words/phrases do you use in describing your product to others?
- What do people often or sometimes get wrong about your offerings?
- What words/phrases resonate most/least in sales conversations?
- What words/phrases would you want to rank highly for in search results?

Experiential Brand Identity

Experiential brand elements make some think of grand events like brand-hosted forums or exhibits on cutting-edge topics, or immersive sensory experiences like a virtual reality product tour. These thoughts are not off-base, but they overlook opportunities for B2B businesses to turn even traditional, ordinary interactions into memorable, differentiated experiences that reinforce brand values.

- To what extent do customers and prospects consistently receive value-added suggested next steps or above-expected resources at key milestones?
- How are the customer and prospect communications personalized, segmented, or structured to show your in touch with their needs and wants?
- Are transactional touchpoints like invoices, voice mails, or even error messages examined for opportunities to impart your brand's values or personality?

“86% of buyers are willing to pay more for great customer experience.” - PWC



Experiential Brand Identity: Experience Mapping

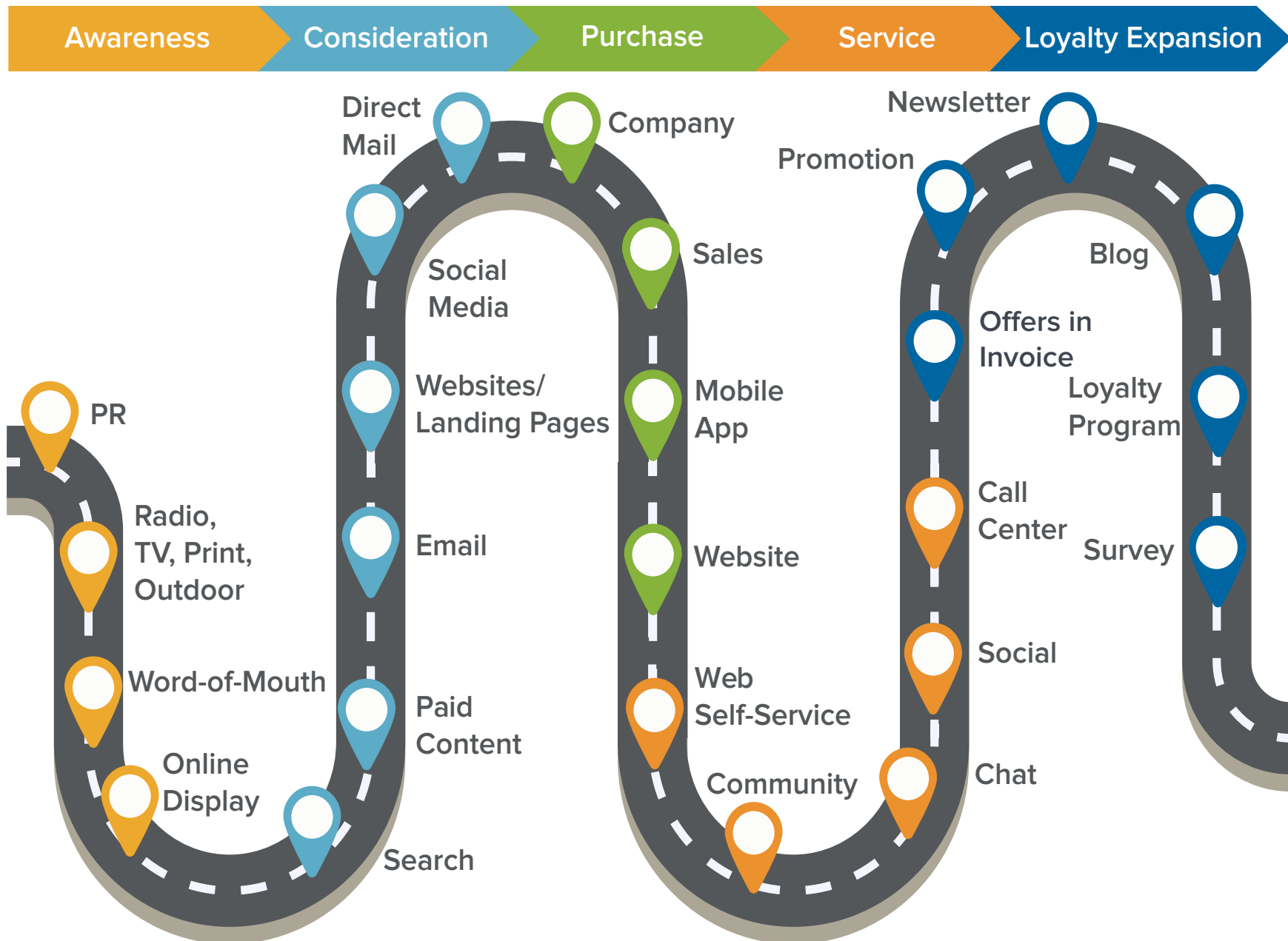
Experience Mapping plots individual points of prospect and customer journeys from their points of view. These maps begin with initial impression or contact and extend to all interactions (sales, marketing, delivery, administrative, post-sale) with your business to illuminate points of strength, weakness, and opportunity for your brand experiences.

Questions to Explore

- How can individual experience points be more positive?
- Which moments are make-or-break points for strengthening relationships?
- How do competitors and companies in other markets approach key points?
- Where do we need data or audience feedback to create a better brand experience?



Customer Journey Mapping



The Benefits of a Strong Brand Identity

Achieving consistency, clarity and cohesiveness in brand identity has a dramatic effect on the success of a business and its ability to create positive relationships with the prospects, customers, markets, and communities they interact with and serve.

Among other benefits, a strong brand identity helps businesses:

- 1 Turn prospects into customers and customers into advocates.
- 2 Create intangible advantages that competitors cannot impede.
- 3 Elevate awareness, earn credibility, and achieve recognition.
- 4 Increase revenue and support scalability.
- 5 Attract and retain top talent for growth.

45% of a brand's image can be attributed to what it says and how it says it.
- Content Marketing Institute

Are you ready to elevate your company's brand identity and break through in your market?

We're here to help.

Since 2001, Launch Marketing's award-winning services and team of experts have helped technology oriented B2B companies create strong brand identities, drive demand, engage prospects, and grow revenue. Let us help you tell your brand's story.

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For more information, visit www.launch-marketing.com.

