

# puretalentreview

Q U A R T E R L Y   N E W S   A N D   P R O M O T I O N A L   T I P S

## Branding Your Business: Creating a Business Identity That Endures

What comes to mind when you see golden arches or hear a Coca-Cola jingle?

That intangible response is a result of strategic business branding by marketing executives and your personal experiences with those companies.

A business "brand" is not the company name or logo. It is the intangible emotional response that customers have when they come in contact with anything that represents the company – logo, corporate colors, customer service, product attributes, slogan, etc. A business' brand is how a business is perceived by others.

Branding your business is how you create and control that perception. You build a successful business brand by creating a positive connection between your products and services and your customers.

A positive connection will lead to their loyalty and their perception that your business is the best source for the products and services you offer.

How do you build a successful brand for your business?

1. First and foremost, you should set objectives that determine how you want to be recognized and remembered. What do you want others to know and say about your products and services? Design your entire marketing efforts with those objectives in mind.

2. Target your products and services to the right customers. Since it's impossible to be all things to all people, you must carefully define your potential clients to those prospects that can benefit from what you offer.
3. Next, present a professional image and likeable personality. You must reek of credibility and be worthy of a customer's time and money.
4. Always provide exceptional customer service. Give your customers what they want; when they want it; and the way they want it. Keep them happy, be responsive to their needs and build a beneficial relationship. Get feedback from your customers and adjust your products and services appropriately.
5. Present consistency in your business marketing. Develop a marketing message that instills confidence in your business while it differentiates it from your competition. Use a distinctive and effective logo and an informative and positive slogan or tagline in all of your printed and web communications. Use professionally designed marketing materials that support the image you want to project.

With a strong, positive brand, you'll establish credibility, develop loyal and long-term business relationships, benefit from referrals, expand your customer base and increase your sales and profits. Your branding efforts will help you develop a positive emotional response in your customers and your prospects.



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## Recent Pure Talent Projects

### Project: Booth Management Consulting Logo Redesign



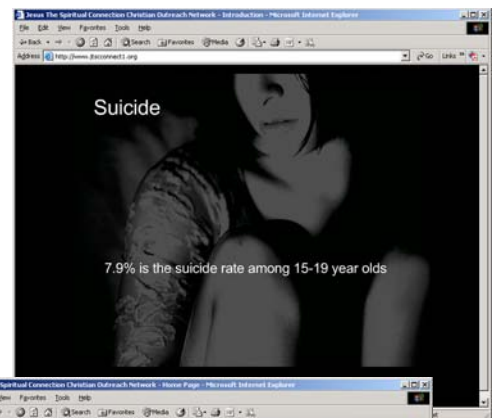
**Situation:** Booth Management Consulting, LLC is a professional accounting and management consulting firm operating in Owings Mills, Maryland. Since their original logo design, the company has changed their name to reflect a broader range of services. A new logo was needed to reflect this change and emphasize the company's new acronym (BMC) and their strong corporate image.

**Solution:** Pure Talent designed a unique monogram of the company's acronym and incorporated a symbol of a check mark to support the spirit of the company's tag line, "We get it done!" The check mark is highlighted in a contrasting color to stand for a job successfully completed. The new logo was applied to the company's letterhead, business cards and envelopes to give them a consistent look in all of their correspondence.

### Project: JTSCCON's Web Site

**Situation:** Visionary Denise Wilkins continues diligently to develop the Jesus the Spiritual Connection Christian Outreach Network (JTSCCON) into a victorious network of Christian organizations that can work together to administer programs that will help improve the quality of life for at-risk teens. JTSCCON members come together to share proven techniques, institute successful programs and develop new programs that will make a positive impact on youth in the Washington, D.C. metropolitan area.

**Solution:** JTSCCON needed a web site that could spread the word of their mission and their progress to members and supporters and to gain more interest and support of their cause. Pure Talent created a Flash introduction that demonstrates the specific statistics that present the need for JTSCCON and a web site that provides information on the cause and keeps supporters informed of their on-going activities. The site is used to promote the efforts of JTSCCON and to build additional support through volunteers and financial contributions. Visit the site at [www.jtscconnect1.org](http://www.jtscconnect1.org) for more information.



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## Logo Strategy: The Right Symbol for Your Brand

The logo you use can play a significant role in creating a successful brand image. Since graphic symbols are easy to recognize, a logo can offer customers and prospects an instant connection to your brand image.

Just as the sight of the golden arches brings to mind one's entire perception of McDonalds, your logo alone can act as an advertisement for your company. If your logo design doesn't support the brand image you want, it can weaken your intended brand strategy.

Your logo's role is to represent the values and objectives you set for your business. It must clearly reflect your

intended message and personality. Your logo should reflect professionalism and growth no matter how new or small your company may be. It should be simple enough to remember and recognize yet dynamic enough to be unique.

Successful logos are simple shapes with limited colors. They should be clearly associated with the personality of a business or have specific relevance with what a company does or sells. Your logo should work effectively on everything from your business card to a billboard.

Before accepting just any graphic symbol to represent your business, consider your branding strategy and work with a professional designer to create the right logo for you.

### Successful Brand Perceptions:

**FedEx:** *The only one to count on "when it absolutely, positively, has to be there overnight."*

**Hallmark:** *The cards to buy "when you care enough to send the very best."*

**Burger King:** *The place to go when you want to "have it your way."*

**BMW:** *The "ultimate driving machine."*

## Piecing It Together: Your Complete Brand Package

Creating a successful brand image is complex because it involves so many different elements that must work together to keep your image positive.

If your customers have a positive reaction to your business card design but then have a negative response to the way you answer your telephone, they will have a negative perception. And, negative perceptions are hard to overcome.

Ask yourself, "what is this saying about my business" for each element of your marketing and branding efforts. Does your business stationery say that you are a strong, reliable company? Does your web site say that you are legitimate and professional? Does your answering machine say that you are friendly and customer-service oriented?

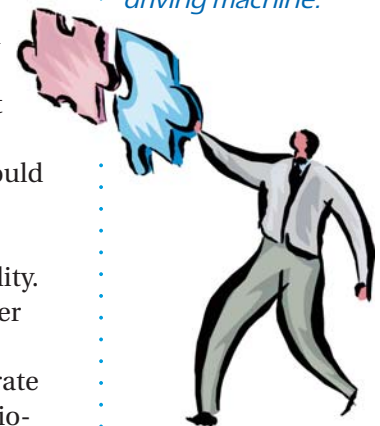
Each of these individual elements can say a lot about your business. They can either support or work against your branding strategy. Customers and prospects will make assessments of each and every contact they have with your company and their perception can make or break your business.

Consistency throughout your entire marketing efforts will help you build a strong brand and develop your desired identity with your target market.

Your complete brand package should include:

1. A beneficial product or service.
2. Evidence of expertise and reliability.
3. A commitment to quality customer service and satisfaction.
4. A professionally designed corporate identity (logo, business card, stationery, brochure, advertisements, web site, etc.).
5. A professional appearance when representing your company.
6. A pleasant environment in your office or store.
7. Consistency in your marketing and advertising message.
8. Fair pricing and convenient hours and locations.

Strategically put all the elements of your business together to work cohesively and create a successful brand image. Your company image depends on your complete brand package.



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## Locking It Up: Protecting Your Business Identity

You have selected the perfect business name and developed a corporate logo that supports your desired brand image. Now it is just as important to protect it from your competition or misuse.

First, ensure that your business name, product name, or logo doesn't infringe on any other established company's identity operating within your jurisdiction, whether it be local or national. If your company name is too similar to the name of an established business, you risk a lawsuit. If your logo resembles another too closely, you may be required to quit using it.

You can research the use of your business or product name through the United States Patent and Trademark Office (USPTO). Conduct a free search of registered trademarks at the USPTO web site at [www.uspto.gov](http://www.uspto.gov).

Or use [Google.com](http://Google.com) to search for your business name.

Enter your exact name in quotation marks ("my company name") to find specific uses of the name. You may also visit the Trademark Public Library (Alexandria, VA) to search.

Once you've determined that your name and logo present no infringement risks, it's time to register them to prevent others from infringing on your identity. Registering your business name and trademark with Federal and State agencies will help you protect it from others who may want to use the same name in your jurisdiction and gives you the power to legally prevent your competition from using your name or trademark.

You should register your company name, product name or service name and your trademark with your state business registration office and with the USPTO. You may complete an online registration form with the USPTO. You'll need a description of goods and/or services that will identify the nature of your business and a clear representation of your trademark.

Once you've registered your business name and logo, you can use the "@" symbol to show others that your name and logo are properly registered.

Armed with your protected name and logo, you are ready to build your successful brand on a solid foundation.



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