

5 ways to keep your branding consistent



branding | packaging





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Mela means apple in Italian.

Consistency is the key to effective branding.

We will explain why this is so important to your brand and give you 5 important things that you can do to keep your branding consistent.



Inconsistent branding
could be costing you money



Presenting a brand consistently =



23%

revenue increase

According to an industry benchmark report from the US, respondents estimated an average revenue increase of 23% could be attributed to presenting their brand consistently.

This study's participants were primarily B2B organizations with revenue growth during the past year.



The impact of inconsistent branding =

71%

Creates confusion
in the market

56%

Damages credibility

30%

Makes it harder
to compete

The greatest negative impact of inconsistent brand usage is the creation of confusion in the market with 71% of survey respondents agreeing.



Why branding **consistency matters**

Creates brand
recognition

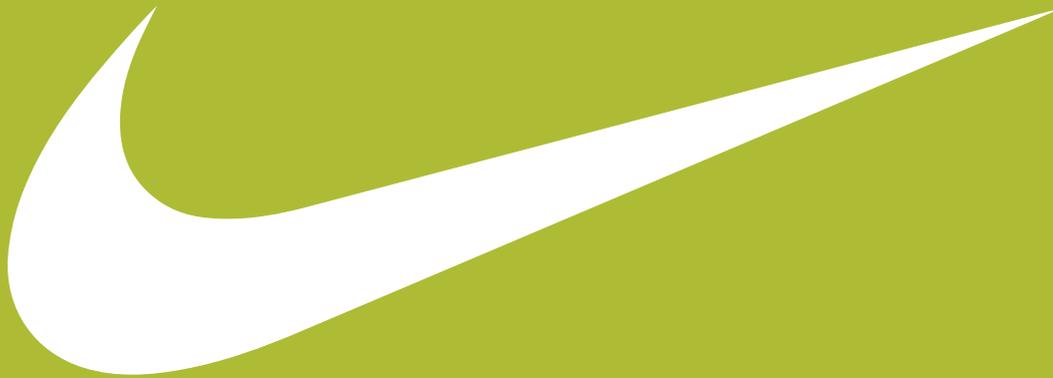
Gives you credibility

Builds trust



Brand Recognition

It takes time and repetition to be remembered



Consistency is Key



Brand Recognition

Given we don't all have Nike's global brand recognition, where you don't even have to have your name on your logo, what we can strive for is to be consistent with our branding so we make it easier for people to recognize our business when they see it.

It takes time and repetition to be remembered, in fact, it takes up to **5** or **7** times of seeing your logo before people will actually remember it.



Interesting fact

Nike is the name of the winged goddess of victory in ancient Greek mythology.

The folds in the garment of this stone carving in Ephesus, Turkey was the inspiration from which the swoosh was originally taken.

Not sure how much of that is also mythology but it brings in tourists!



Nike, The Goddess of Victory, Ephesus



Credibility

Using messages that look familiar
makes your brand more believable.

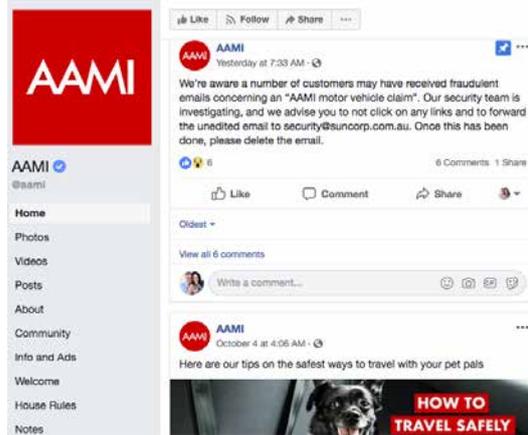


Credibility

Consistency can break down when your company is focused on developing tactics instead of building a brand aligned with your **core values**. A marketing campaign will have a certain look for the duration of the campaign but this should not be confused with your branding - it should complement it.

AAMI's use of red consistently ties all marketing back to its brand identity.

LUCKY YOU'RE WITH
AAMI



Do people feel a sense of familiarity with the way your branding is presented online and offline?



Trust

Branding that leaves a lasting impression
builds trust from new customers.



Trust

So, let's say you received a referral from someone you know.

Think about that person's first few contacts with your brand after the referral when they:

- Receive your business card
- Hop online and look at your website
- Scroll through company social media
- Communicate via email
- Come in to your office for a chat

What will they see? Ideally, they get a great first impression, start to remember your brand and are left with a lasting impression by the time they have interacted with your brand 4-6 times.

Getting that first sale will be so much easier when new customers start to feel they could trust you, even before you've met.



5 ways to keep your branding consistent



1

A great logo

If you don't have a professional logo, invest in one.

Make sure you have the correct logo in all formats readily available, don't rely on using what you can redownload off the website.

Never distort a logo to fit into space. Know how your icon or device can be used alone or with your name.

Keep a reference for any pattern, shapes or textures used in association with your logo.



2

Standardised Colour Palette

Colour is the first thing we remember about a brand.

Did you know that colour increases brand recognition by up to **80 percent**. *(Source: University of Loyola, Maryland study).*

With colours, less is more - don't introduce too many colours into your branding. It can cause confusion.

Know your colour intimately - PMS, CMYK and RGB formats.



3

Uniform Typography

In the digital world, using standard fonts and typefaces that are universally available for web makes life so much easier.

There is nothing consistent about a brochure using completely different font to an email blast.

Know the name of your font, including all the variants and the styles used eg headings, body copy, callouts - and use it, **always.**



4

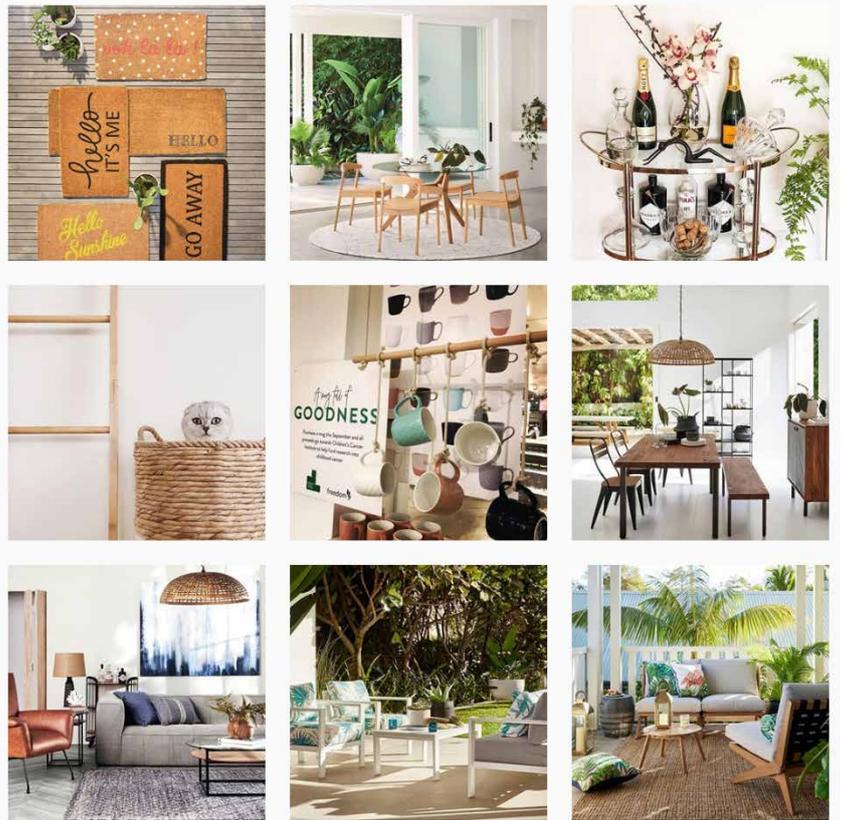


Image style

Have a centralised image library where on-brand images or graphics are stored for future use on company collateral.

Free stock library imagery is so readily available now and although a very useful tool, chances are you are not the only one that liked and used a particular image.

If possible create a photographic library of your own imagery of say staff, the office, staff working in different environments, events etc that you know won't be plastered all over the internet. This gives reassurance that you are , in fact real.



5

Tone of Voice

How do you want to sound to customers?
Fun? Business-like? Casual? Calm?

You need to keep a unified voice to maintain the personality of your brand.

Messaging and the phrases you use should complement the visuals and vice versa!

Consistency is Key



Need a hand?

With the expertise of a creative design team that lives and breathes branding? Get in contact today for help with branding consistency!



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