Branding

Helping You to Make You

Branding

Simply said Branding is your Image or slightly less simply, Branding is how the world sees you. It is more than a great logo, a catchy tagline or a great color theme. These while important are just the parts of a whole Your Brand is one of your most important company assets. It represents your company's quality, service, reliability and trustworthiness and it creates trust and loyalty from those who do business with you.

How will Branding be used in your website?

Website Branding is another part of your Brand. Branding through your website will give your Brand a focused and targeted visual online presence. A well Branded website will be a visual representation of your company's personality. It will create a positive overall feel and experience that provides a user-friendly site. It will have a clear priority of information and hierarchical communication. Content can be photography, company history, mission, values etc. and it will reflect the Brand personality. The color palette, typography, graphics and layout will support the Brand, reflect the personality and may provide a theme or emotion. Most importantly the website will be consistent in its design.

Branding Checklist

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?
- Does your brand relate to your target audience? Will they instantly "get it" without too much thought?
- Does your brand share the uniqueness of what you offer and why it's important?
- Does it reflect the brand promise that you are making to who you are targeting as well as to your internal audience?

- Does your brand clearly reflect the values that you want to represent as a customer?

- Does your home page have a call to action?

- Did you include social media buttons on your website (i.e. Can a customer "Like" you on Facebook® from your site)?

- What colors do you intend to use? Do the relate to your graphic logo?

- Is layout part of the brand image?

- What typography, imagery, graphic and icons will be used?

Branding Links

Branding
https://www.entrepreneur.com/encyclopedia/branding

Why Branding Is Important When It Comes to Marketing
https://www.thebalance.com/why-is-branding-important-when-it-comes-to-your-marketing-2294845

How to use Your Website as a Branding Tool https://www.tributemedia.com/blog/using-your-website-branding-tool

Does Your Website Keep Up with Your Brand? Use This Checklist
https://www.parkerwhite.com/insights/digital-branding-website-keeping-pace/

Website Launch Checklist – Week 6 – Branding
https://www.i3dthemes.com/website-launch-checklist-w6/

20-Point Online Brand Checklist
https://www.score.org/resource/20-point-online-brand-checklist

Branding for the Web
https://www.tributemedia.com/branding-web

20 Inspiring Branding Guides
https://www.webdesignerdepot.com/2013/11/20-inspiring-branding-guides/

What Is a Brand Style Guide and Why Does My Business Need One?
https://www.executionists.com/website-brand-style-guide/