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A GUIDE TO BRANDING

Planning

Align business strategy with your brand - it's vision - what guides your behavior, values - what your staff expect to accomplish, positioning - what you stand for and how you differ from competitors.

Your brand must meet stakeholders expectations and be consistent in delivering its promise to staff, customers, shareholders and the general public.

If research is available, it is a useful guide to the image your current brand portrays. What does it represent and what value (equity) does it have internally with staff and externally in the market place with customers? How does it relate to product brands marketed by you.

This information will enable decision makers to determine the level of modifications required for the brand and what structure it will take. Brands are visual and have emotional and rational attachments in stakeholders minds.

What personality will your new brand have? It should be relevant, differentiated and consistent.

Previous examples of material showcasing your brand and identity need to be collected.

Concepts

The creative process explores names, fonts, colours, symbols, shape, positioning and usage of logotypes and slogans. Naming requires registration and website domain availability.

Once developed and agreed, this information can be documented in a brand standards manual or corporate style guide to ensure consistent use by all authorised users.

Launch

Launching a new brand effectively requires a strategic plan including internal buy-in and external implementation.

Measuring the health of your brand with staff and customers can be conducted using pre-defined metrics.