



Welcome

Taking your brand to the next level

Branding with The Tag

When it comes to branding, where do you start?

Buckle up, because we're going to be uncovering everything you need to know about branding, from its definition to understanding why is branding important for your business, and the key elements that contribute to a brand and its brand-building process.

Branding what is it?

The definition of branding

Branding is any name, design, or other written or visual attribute that clearly identifies a company, product, or service as unique from any other on the market.

Branding sets expectations.

Through branding your customers learn what you value, how you'll treat them, and what they can expect from you in future interactions.

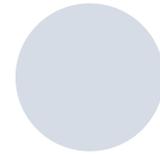
Branding isn't tricking people into thinking you're a bigger company than you are, or "looking the part" with a shiny logo and website. It also doesn't run on autopilot.

Part of good branding is actively managing that brand and all its components like a well-oiled machine. And, in a sense, it is a machine: it's what keeps your company going.

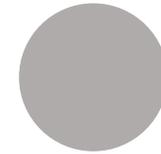
What does branding mean



What does branding mean



Branding as a whole means how customers (and the general public) think of you. How do they feel about you, what they think about when they see your brand name, and what ultimately influences their decision to buy or to follow you.



Branding means how your entire experience makes them feel, and what type of actions are you taking to cultivating your brand.



3 phases of branding

- A successful branding process is divided into three phases:

- Brand strategy encompasses everything your brand is, besides the visual look and feel. This needs to be written down in a brand strategy document.
- Brand identity is anything you can see including your brand logo, colors, fonts, typography and fonts, visual elements like illustrations or photography, and icons.
- Brand marketing includes all the actions you take to accomplish your goals and build awareness for your brand.

The Tao

Branding in Marketing

What is branding in marketing

- Branding and marketing can't be dissociated. You need marketing to get attention and traffic, and you also need branding to build trust, attract buyers, and grow a loyal customer base.
- But what does that look like in practice?
- Here are some examples of branding activities:
- Maintaining your visual identity and aesthetic
- Designing new creative for ads, websites, product packaging, etc.
- Ensuring all actions reflect your brand values
- Showcasing the company's values in all public-facing interactions
- Ensuring internal company culture matches your brand values

How to build a brand

How to build a brand for long-term success

➤ The brand-building process can be achieved by defining your business:

#1. Purpose, mission, and values.

➤ What do you believe in?

#2. Objective

➤ Why does your brand exist?

➤ What problem do you solve?

How to build a brand

#3. Positioning statement.

- What do you do?
- How is that different than your competition

#4 Target market.

- Who do you serve?
- What are they like: educational background, careers, where they live, gender, income, interests, and hobbies, where do they shop, what are their daily challenges?

THE TAG

INSPIRATION



COLOR PALETTE



BRANDABLE LOGO

DESIGN ELEMENT

TT

TYPOGRAPHY

SMALL HEADLINE

Large Headline

small font LARGE FONT and Body all Egypt: line High

How to build your brand

#5. Identity.

Your logo, colours, fonts, and style. Tone of your voice – are you formal or casual? Funny or serious. If your brand was a real human being what would their personality be like show it

#6. Brand messaging

Everything needs to convey your story and what you believe in as a brand. A well-designed logo that doesn't communicate this will still fall flat.

How to build your brand

#7. Brand consistency

- Keep your website, landing pages, and social media channels in the same color schemes and styles to build brand recognition.
- First, you need to define your brand strategy documentation. All the things we talked about in this guide: write them down, save it in a document, and share it with everyone in your company.
- Next, get your visual identity professionally designed. You can DIY the strategy portion if you need to (or hire a pro for that, too), but don't even dream about designing your logo yourself. Trust us on that one!
- And remember: branding isn't set it and forget it.

You need to live your brand's values in everything you do, otherwise, customers will sense the sham from 100 feet away. Stay true to those values by ensuring all your marketing, communications, and customer service uphold those values with every single customer, every single day.

Summary

- Branding is not optional in 2020 (and beyond).
- Your brand is your first impression on a customer. When they walk in, call in or click in, they form an opinion of how trustworthy your company is within seven seconds.
- How do you earn that trust so quickly?
- A professional image: logo, website design, colors, and typography.
- Content that speaks to your target customers' values, beliefs, and pain points.
- An experience that is purposefully designed to make them feel important and safe (especially when buying online).
- Your brand is a powerful tool to connect you to your audience and grow from unknown to household name.
- But that's not all. A strong brand also:
 - Defines and drives your internal company culture.
 - Makes your marketing more effective.
 - Justifies premium pricing strategies.
 - Builds customer loyalty.