TOP 10 MYTHS ABOUT BRANDING

1. Branding is Only a Logo

A brand is built around not just a logo, but the way any and all information about your company is conveyed. This includes the set of messages you publish, the look of your marketing materials and documentation, the ease of use of your web site, the attitude of your people, to name a few. A brand is reflected in every interaction a potential customer has with your company, not just from a brochure, but also from

- Presentations, letters, faxes
- Phone calls, meetings, events
- Experience with your products and your customer service
- Your name and logo(s) on T-shirts, cups, hats used by your employees….

Since every experience that a potential client has with your company is a "brand" experience, everybody in your organization is a brand manager.

2. Only the Graphics Department Has to Worry about Branding

Brand image is no longer just in the hands of trained graphic designers. With the spread of desktop publishing, brand management is now distributed it throughout organizations. Every employee creates his or her own presentations and documents. This has made it easy for "everyone" to create their own presentations, letters, and other documents but it hasn't given "anyone" the training in design principles, printing, and presentation techniques. These are the disciplines required to create a brand image that carries a clear consistent message, look, and feel across all corporate materials.

3. A Brand is Not Important for an Individual

In this very competitive and cautious marketplace, image is everything. By using good branding principles for a personal enterprise you can make yourself look like a bigger, more professional, and more established organization. If you present yourself well, it contributes to your ability to create new clients and grow revenue.

4. Branding is Not Important for Start-Up Companies

Ask yourself… do you want to stamp your brand on your business from the outside? Or do you want it to be part of your corporate DNA? When you create a brand platform from the very beginning, you make your brand an integral part of your corporate thought process. If you wait, establishing a brand will be more costly, more difficult and more painful. The brand will have to be imposed on a process in place and an image in the mind of the customer. You will have to undo and redo everything that's been done to date…. documents, presentations, literature, web site, and hardest of all, perceptions in the market. That is very expensive and difficult process.

5. Branding is ONLY Important for Big Companies

Branding is even more important for small companies. How do you make yourself stand out from the crowd? If you have a consistent look and clear messages coupled with good services or products, you will have a better chance of building customer loyalty. First impressions are important – whether of your company or you personally. How you present your company to potential clients is as important as how you present yourself.

6. Branding is ONLY Important for Consumer Product Companies

No one would argue that branding is of crucial importance for consumer products. However, the same is true for services and technical products. Today's customers are dealing with an overwhelming number of choices regardless of the type of product or service they are buying. In a market of too many choices, what do you buy? You go with what you trust. The familiar. The recognizable. The one you know. So, today a strong brand is essential.

7. Good Branding is Very Expensive

Have you been burned in previous attempts at branding -- spent too much money for a logo and a set of guidelines that were hard to use and added no real value to your company? Or tried to save money by doing it yourself? With CattLeLogos™ Brand Management Systems, you have a cost effective resource that will create a professional image for you and give you the tools and training to make it easy to implement.

8. A Brand Strategy is Hard to Implement

In the past, brand guideline systems have been kept in a binder and managed by graphics department. In today's electronic workplace, this no longer works. With ubiquitous desktop publishing programs, everyone has the ability to created "branded" documents. They may want to use the brand correctly but don't know how. Using the CattLeLogos™ System of branded templates and brand elements, with minimal training, any employee can easily adhere to brand standards. The method is effortless, facilitated by corporate processes and information management systems.

9. Training on Brand Management isn't Required

The proliferation of desktop publishing software has made it easy for "*everyone*" to create their own presentations, letters, and other documents but it hasn't given "*anyone*" the training in design principles, printing, and presentation techniques. These are the disciplines that are required to create a brand image that carries a clear consistent message, look, and feel across all corporate materials. As a result, presentations today often combine a rainbow of colors, multiple fonts, overused clip art, and busy backgrounds that detract from the message.

Additionally, today there are a wide variety of electronic media – web sites, on-screen presentations, video, and TV. All have very different and often conflicting requirements for both design elements and color quality. Logos are often complex and hard to reproduce in electronic media. Colors vary from one medium to another. Images that look good on paper don't necessarily look good on a web site. Conversely, electronic images don't always print as expected.

10. My Kid Can Design our Logo and Build our Web Site

Yes – but does a kid understand your business principles, marketplace issues and customer needs that will drive the success of your company's image? Can they build a brand system that portrays a professional image and one that can grow with your business? Do they understand the principles of graphic design and the color management that will enable your logos to be printed and displayed on any media? Your kid can also use a calculator and/or computer, but would you let your kid manage your corporate finances?