

TARGETING YOUR AUDIENCE WITH

BRANDING AND DESIGN



Quest

About

Hello fellow digital marketers!

Welcome to your Branding and Design Guide. This E-book provides insights on how to target branding and design in order to successfully engage your audience.

If you have a business, you need quality branding and design to get market cut-through. It doesn't matter if you're a large-scale company or a part-time passion, the importance of quality design throughout your marketing is critical.

Good design should not only allow people to remember who you are, but your brand should communicate your essence, history, and values in an instant.

A brand is so much more than simply a logo design, it's about using creativity to stand out from your competitors and add value. In today's cluttered world, you only have a few seconds to get your message across and your audience needs to be totally engaged from the get-go.

[Click here](#) to find out more!

Chat to us about getting your brand to sparkle with a refresh, or developing a compelling brand design from scratch. If you're looking for a guide on the best way forward to reach your target audience with branding and design, for the growth of your business, this will set you up for success. Our thanks to Hubspot (source).

We hope you enjoy the guide.



Ngā mihi (thanks)

Hamish Lowry | Founder

Contents

Products are never just products, right?

Coca-Cola is more than a soda. Starbucks is more than coffee. Ray-Ban is more than a pair of sunglasses.

Interacting with these products provides experiences, and we buy them with that experience in mind. Better yet, the companies that create and market them know exactly the experience they want you to have when you make (or consider) a purchase. That's why they cultivate their brands.

1. What is Branding?

2. The Importance of Branding

3. Branding Terms to Know

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Want to learn more about websites?

Download our free guide, [The Essential Website Guide](#), which features advice from Quest on how to position your business using digital marketing!



Introduction

From the language in their Instagram caption, to the colour palette on their latest billboard, down to the material used in their packaging, companies who create strong brands know that their brand needs to live everywhere.

They know their names extend far beyond the label and can entice consumers to choose their products out of a lineup of options. Who doesn't want that? We know we do. That's why this guide was built - to equip you to create and manage a strong brand that'll help your business be admired, remembered, and preferred.

What's a brand?

A brand is a feature or set of features that distinguish one organisation from another. A brand is typically comprised of a name, tagline, logo or symbol, design, brand voice, and more. It also refers to the overall experience a customer undergoes when interacting with a business — as a shopper, customer, social media follower, or mere passerby.

What is branding?

Branding is the process of researching, developing, and applying a distinctive feature or set of features to your organisation so that consumers can begin to associate your brand with your products or services.

For example, the Coca-Cola brand is one of the most recognisable logos and colour stories around the world. The classic red and white lettering, vibrant artwork, and distinctive font have lasted for over a century.

Having stood the test of time, the Coca-Cola brand is a testament to the power of consistent, successful branding that consumers have come to love.

That being said, branding is an iterative process and requires getting in touch with the heart of your customers and your business. It's important for a variety of reasons — and we'll go through them next.





The Importance of Branding

Your brand is arguably one of your organisation's most important assets.

It gives your organisation an identity, makes your business memorable, encourages consumers to buy from you, supports your marketing and advertising, and brings your employees pride.

Branding can be the ***deciding factor*** for consumers when they make a purchase decision. In fact, a ***Capgemini*** study found that users who feel a connection to a brand spend twice as much money as those who don't.

Branding ***gives your business an identity*** beyond its product or service. It gives consumers something to relate to and connect with.

Branding ***makes your business memorable***. It's the face of your company and helps consumers distinguish your business across every medium (which we discuss later).

Branding ***supports your marketing and advertising efforts***. It helps your promotion pack that extra punch with added recognition and impact.

Branding ***brings your employees pride***. When you brand your company, you're not only giving your business identity, you're also creating a reputable, highly-regarded workplace. Strong branding brings in strong employees.

Branding Terms to know

Here are some other brand related buzzwords you should know. They further demonstrate the importance and value of branding your business.

Brand Awareness

Brand awareness refers to how familiar the general public and your target audience is with your brand. High brand awareness leads to brands being referred to as “trending,” “buzzworthy,” or “popular.” Brand awareness is important because consumers can’t consider purchasing from your brand if they’re not aware of it.

Strong branding makes your business known.

Brand Extension

Brand extensions are when companies “extend” their brand to develop new products in new industries and markets. Consider Honda lawn mowers or Anchor cheese. Brand extensions allow companies (or individuals) to leverage brand awareness and equity to create more revenue streams and diversify product lines.

Strong branding brings in more money.

Brand Identity

Brand identity is the personality of your business and the promise you make to your customers. It’s what you want your customers to walk away with after they interact with your brand. Your brand identity is typically comprised of your values, how you communicate your product or service, and what you want people to feel when they interact with it.

Strong branding gives your business more than a name.

Brand Management

Brand management refers to the process of creating and maintaining your brand. It includes managing the tangible elements of your brand (style guide, packaging, colour palette) and the intangible elements (how it's perceived by your target audience and customer base). Your brand is a living, breathing asset, and it should be managed as such.

Strong branding requires consistent upkeep.

Brand Recognition

Brand recognition is how well a consumer (ideally in your target audience) can recognise and identify your brand without seeing your business name — through your logo, tagline, jingle, packaging, or advertising. This concept goes hand-in-hand with brand recall, which is the ability to think of a brand without any visual or auditory identifiers.

Strong branding keeps your business top-of-mind.

Brand Trust

Brand trust refers to how strongly customers and consumers believe in your brand. Do you deliver on your marketing promises? Do your salespeople and customer service go above and beyond? These things can create trust among your customers, which is important in a world where a mere 25% of people feel confident in large businesses.

Strong branding builds trust with your customers.

Brand Valuation

Brand valuation is the commercial valuation of your brand derived from consumer perception, recognition, and trust. This concept goes hand-in-hand with brand equity. A powerful brand can make your business invaluable to investors, shareholders, and potential buyers.

Strong branding increases your business's value.

How to Create a Brand

1. Determine your target audience.
2. Establish your mission statement.
3. Define your values, features, and benefits.
4. Create your visual assets.
5. Find your brand voice.
6. Market your brand.

Here's how you can create a brand — or begin the process of rebranding your current one.

There's a lot that goes into a brand, and there's a lot to consider when building a strong one. So, grab a notebook and jot down ideas as you move through this section. Recognise that branding is an iterative process, so you might be repeating some of these steps as you brainstorm and build your brand.

1. Determine your target audience

Branding leads to awareness, recognition, trust, and revenue. We've talked about that. But let's take a step back and understand where those stem from: consumers. And not just any consumers — your target audience and customers.

If your brand doesn't resonate with your audience, it won't lead to that awareness, recognition, trust, and revenue. That's where target market research comes in.

Before pressing pen to paper (or cursor to digital document), you must understand to whom your branding will be speaking. Who does your product serve? Who is your ideal customer? Why did you create your business in the first place?

What you learn about your target market and buyer personas will influence your branding decisions down the line, so make this step your first priority.

2. Establish your mission statement

Let's return to a question we asked in the previous step: Why did you create your business? Answering this will help you build your mission statement, which defines your purpose and passion as an organisation.

Before you can craft a brand that your audience recognises, values, and trusts, you must be able to communicate the purpose that your business provides. Then, every part of your brand (logo, tagline, imagery, voice, and personality) can reflect that mission and vision.

Your mission statement is a building block of your brand manifesto, which encompasses why your organisation exists and why people should care about your brand.

3. Define your unique values, qualities, and benefits

There are probably lots of businesses in your industry and niche. It's easy to focus on your competition (and there's a time and place for competitive analysis), but, for now, let's focus on you.

What's one thing that your business has that no one else can mimic? Your brand.

Because of that, you must ensure that your brand is comprised of and inspired by elements that are solely yours: the values, benefits, and qualities that make your company unique.

Take a moment to jot down a list of what sets your business apart from others. We're not talking about product features (like appearance, components, or capabilities); we're referring to how your products or services improve lives and contribute to success.

3. continued...

Real-Life Brand Example: Whittakers

We all know the chocolate brand Whittakers, they're a New Zealand company based in Wellington. We buy their chocolate products because 1) they taste good 2) we trust and respect the brand and the story (and it always speaks to us)!

On their website, they've clearly, and might we add beautifully, outlined their values as part of their overall brand. Highlighting these makes it easy for customers like us to trust their products and choose them over competitors.



4. Create your visual assets

At this point, you should understand your target audience, your mission statement, and the unique qualities that make up your business.

If you can say with confidence that you've mastered these steps, it's time to move on to one of the more exciting parts of branding — the visual design. We're talking about your logo, colour palette, typography (fonts), iconography, and other visual components.

As you create these elements, build a set of brand guidelines (or a brand style guide) to govern the composition and use of your visual assets. This will ensure that whoever uses your new branding does so accurately and consistently. 'Ask us for Quest's brand guidelines as a reference'.

Note: Design can be just as intimidating as it is exciting. Consider hiring a professional with logo and identity design experience or starting with a few helpful design templates.



5. Find your brand voice

Next, consider the auditory component of your brand. What would your brand sound like if you had a conversation with it, or if it texted you?

How you communicate with your target market is also considered part of your branding. You want to define a brand voice that connects and resonates with your audience — otherwise, they probably won't pay attention. Because of that, don't hesitate to return to step one to get familiar with to whom you're speaking.

From your advertising campaigns and social media captions to your blog posts and brand story, ensure your tone is consistent throughout all of your written content. Give your audience a chance to get familiar with your brand and learn to recognise the sound of your voice. Better yet, master a fun, entertaining voice, and your customers will look forward to your social media and email updates.

Real-Life Brand Example: Mailchimp

Mailchimp is a great example of a brand that speaks with a clear, consistent tone. When we used their free plan for a small business, we always chuckled when receiving their emails and working in their interface. From its web copy to its email blasts and social media captions, Mailchimp has established a brand voice and personality that is personable, fun, and accessible — it can be hard to explain the technical parts of a software product (like A/B testing), but Mailchimp has mastered that, too. This makes it easy for customers like us to trust their products and choose them over competitors.



6. Put your branding to work

Your brand only works if you do. Once you finish designing and creating your new brand (or rebrand) integrate it throughout every inch of your business. Pay extra attention to ensure it's displayed anywhere your business touches customers. Here are a handful of tips for applying your brand across your organisation.

Website

Splash your logo, colour palette, and typography across your website. Don't use anything but your predefined assets in your brand guidelines. Your website is a major part of your company identity — if it doesn't reflect your brand, it will only provide a jarring customer experience. Also, be sure that all web copy, calls-to-action, and product descriptions reflect your brand voice.

Social Media

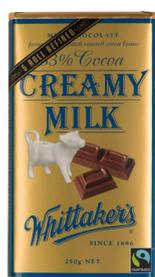
All profile photos, cover art, and branded imagery should reflect your brand. Consider putting your logo as your profile photo — this will make it easier for customers to recognise your business. As with your website, be sure all profile information, posts, and captions reflect your brand voice.

Packaging

If you have a physical products business, your product is probably the most tangible way that customers interact with your brand. For that reason, your packaging should reflect your new branding — in its design, colours, size, and feel.

Real-Life Brand Example: Whittakers

Back to Whittakers again, (confession: we're eating it right now). Their refreshed branding is clear, modern and considered, detailing all important information on the front without the clutter. You also won't miss that this one is made with dairy products without the cow on the front.



6. Continued...

Advertising

Because advertisements (digital and print) are often used to establish brand awareness and introduce consumers to your brand, it's critical that they reflect your branding. In fact, your branding should make the ad creation process easier — with your brand style guide, you already know how your ads should appear and what type of copy to write.

Sales and Customer Service

A brand is only as powerful as the people behind it, and if your people aren't putting your brand to work, it won't work for you. Moreover, your brand applies to more than your marketing. Inform your sales and customer service folks of your brand guidelines and tell them to use it, especially when they engage directly with customers. Whether they are sharing a branded product demo or answering customer support inquiries, encourage them to use your logo, tagline, imagery, and brand voice.

Branding Tips for Small Businesses

1. Treat your brand as a person.
2. Prioritise consistency.
3. Follow a brand strategy.
4. Don't let inspiration turn into imitation.
5. Use branding to hire.

1. Treat your brand as a person

To best wrap your head around the branding process, think of your brand as a person. Your brand should have an identity (who it is), personality (how it behaves), and experience (how it's remembered).

Ask yourself these questions about your brand:

- How would your brand introduce itself? If it had to describe its appearance, how would it do so?
- How would your brand talk about your products or services? Would it be serious and professional, or would it be humorous and edgy?
- What would someone say about your brand after "meeting" it for the first time? What are a few sentences they'd use to describe it?

1. continued...

The purpose of branding is to create relationships with your customers. The easiest way to do this is to treat your brand as a person and understand that you want your customers to do the same.

Real-Life Brand Example: Momentum Life Insurance

Momentum Life Insurance is another New Zealand brand, one you may not be familiar with if you're not at that stage in life or haven't seen the TV advertising. It's the 'friendly faces' Insurance company that cover Funeral and Life insurance.

If Momentum Life was a person, here's how we think it would answer the questions above:

- "Hey, I'm Momentum Life. We're here to guide you in the next stage of your life, and give you support to live a full life, as it is, without worry.
- "I'm friendly and approachable so you can ask all the questions and talk about the protections your life needs, because moments are worth protecting."
- "Momentum Life is a breath of fresh air, we talked over all the worries we had for the future and making sure the both of us, and our family are covered and supported when the time comes."

Momentum Life Insurance website screenshot. The main headline is "Funeral Insurance" with a sub-headline "Get 2 months FREE Funeral Insurance*". A prominent pink button says "Request your quote". A badge indicates a "Platinum Trusted Service Award 2022". A small text block at the bottom states: "At Momentum Life, we believe in making insurance as easy as possible to organise. Our Momentum Life Funeral Insurance pays a quick, lump sum benefit to your family when you pass away, to help cover your funeral or any other final expenses. And the money is there when they need it, with valid claims paid without unnecessary delay."



Momentum Life Insurance website screenshot. The main headline is "Cover for Kiwis by an award-winning insurer". Below it, a form asks "I'm interested in a quote for..." with a dropdown menu set to "Funeral Insurance" and a green "GO" button. A badge indicates a "Platinum Trusted Service Award 2022". A small text block at the bottom states: "COVID-19 Support: We're open and our team are available to help with your insurance questions. Read more."



2. Prioritise consistency

Inconsistency is the number one branding mistake that companies make. Inconsistency undermines your brand and confuses your customers. Recognisable, valuable brands prioritise consistency — and they reap the benefits. When your brand is a unified presence across mediums and platforms, customers can easily get familiar with, recognise, and come to prefer your brand over time. Brand guidelines can help with this initiative.

3. Build and follow a brand strategy

A brand strategy is more than your brand guidelines; it's a plan with specific, long-term goals that can be achieved as your brand evolves. These goals typically revolve around your brand's purpose, emotion, flexibility, competitive awareness, and employee involvement.

Remember how we said that branding is a continuous process? There's a lot that goes into it. A brand strategy can help you turn that process into a well-oiled practice that keeps your brand moving toward success and recognition.

4. Don't let inspiration turn into imitation

Competitive analysis is important. Not only does it educate you on where your competition stands and how they are excelling, but it can also give you ideas on how you can improve or further set apart your brand.

However, be conscious to not fall into an imitation trap. Keep your competitive research limited and focus on what your organisation brings to the table. Just because a competitor (or two) has branded their company in a certain way doesn't mean that you have to follow suit. New, unique, provocative brands are memorable brands.

5. Use branding to hire

Strong branding makes your employees proud. We're proud to be associated with Quest, much less work there. Leverage your branding to attract talented people. If hiring is a strong initiative for your organisation, dedicate some of your resources to employer branding. Employer branding is how you market your company to job seekers and current employees. If you're publically proud of your organisation, others will be, too.



Ready, Set, Brand!

Branding is your organisation's name, logo, colour palette, voice, and imagery. It's also more. It's that intangible feeling your customers have when they interact with your brand. You know, that experience we talked about in the beginning.

That's how powerhouse brands deviate from all the others. The tangible components contribute to this — a gorgeous logo, a clever tagline, an authentic manifesto, and a clear brand voice — but truly strong brands thrive when they focus on the big picture of their brand. Get to the heart and soul of your target audience and your organisation, and a successful brand will follow.

Next Steps:

Website - 7 Reasons Why Every Business Needs A Website

A business's online presence can have a massive impact on its success. But some businesses don't realise that a majority of their customers will visit a website before making a purchase. Having a strong online presence can therefore make or break for generating more revenue.

Quest has helped numerous companies of varying sizes create their digital presence. In some cases, organisations are hesitant to get online because they feel they are not tech-savvy enough and don't understand how to manage a website. Other times, companies are concerned about the cost and return on investment.

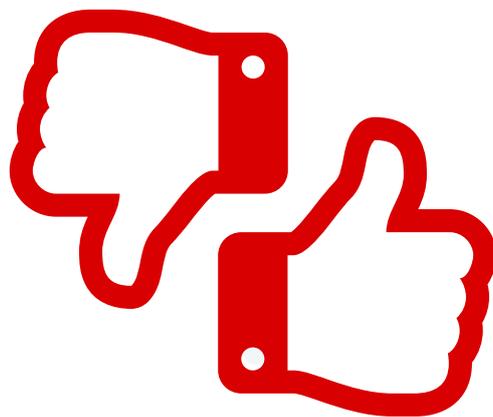
The good news is that there's easy steps to create a great website for everyone, large or small. If you still need convincing, [here are seven reasons why every business needs a website](#).

If you would like further help with developing your Online presence, [contact the friendly team at Quest](#).



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