



branding & identity

finding the real you



Compliments of Pixa, your local full-service marketing & print resource

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what does branding do for you?

The Power of Branding

Branding exists to create value and promote your strategic initiatives and, ultimately, move your organization forward in these ways to name a few:

- Increased revenues and market share
- Increased customer loyalty
- Increased clarity of vision
- Increased ability to mobilize and organization's people and focus its activities
- Ability to attract and retain high quality employees



*Your brand
is what other
people say
about you
when you're
not in the room.*

-Jeff Bezos

so, what's in a brand?

Brand. Identity. Logo.

Think these are all interchangeable?
They are not so let's define them:

Brand- Think of this as how a company is perceived in the marketplace. What makes them unique? Why do consumers of their product choose them over another? Often brands are based on emotion and personal connections made to your target audience.

Identity- These are the visual elements that are used to represent a company. This could include your marketing collateral – business cards, brochures, stationery, etc. Your corporate identity is the way you look as opposed to how you make us feel.

Logo – This is the central element to your visual identity system. This represents you at your core. It allows consumers to readily identify you and your products.



why go through this?

IT'S NOT ABOUT YOU

Why go through a branding /identity discovery process? It's about connecting to your audience. The competition is fierce out there. Companies are battling for the slightest bit of consumers' attention. How can you connect on an emotional level with your key prospects? How can you develop and maintain long term relationships?

Being clear and laser focused on who you are and who your target audience is is the first step. A strong brand helps the ideal consumer navigate to you, reassures them they've made the right choice and continues to demonstrate a mutually beneficial and long-term relationship.

Today's consumer is savvy and won't stand for false fronts. Brands that are unfocused and inconsistent may come off as insincere and "salesy." No one wants to be sold something. Now, get out there and connect!



FOCUS
YOUR EFFORTS

how will i use it?

A strong brand identity will dictate how you reach your target audience. The tools that come from the exercises outlined here will give direction to how you message and engage your prospects and clients. It's really the road map for everything you do from packaging your products to making hiring decisions. Done properly a brand identity kit can focus your direction and help your team align around a central message.

Common Language...

- Create a core message or language strategy for your internal and external communications

Consistent Look...

- Brand guidelines to streamline and maintain a consistent look and feel for your brand.

Meaningful Engagement...

- Draw your target audience in and engage them in a way that is meaningful and lasting.



research & discovery

Market Analysis

It's time to go to work and do some research. Before we can focus in on who you are we need to know a little about your industry and what other people are doing. What does the landscape look like when you go to market? We need to get inside the head of the others that are competing for your clients' or prospects' attention. The ultimate goal here is to make sure you stand out from your competition.

Consumer Research

Understanding who your clients are is another key piece of the puzzle in getting your branding set up. Who needs your products or services? Who are your current clients? Who are your ideal clients? A great tool to focus in on those individuals is the Buyer Persona Canvas.



buyer persona canvas

Creating buyer personas is a great way to define your target audience and really get inside their head. What's important to them? What do they really care about. Get ready to focus on them. After all, it can't always be about you.

We've created a template for you to follow. Define your buyer personas by answering questions in the template and then create a narrative that brings your persona to life. Not only should you use what you know about your current customers, verify it's true by asking them! The more focused and specific you can be the better your messaging will be.

brand personality

1

values exercise

Use this exercise to narrow and define what your values are, as a company. It's all about priorities. Is honesty more important than collaboration? It's time to make some tough decisions. We can help guide you!

2

mission & vision

Your mission defines your company's reason for being. Why you do what you do. Your vision statement is your goal and objectives for the future. These two are closely tied to your values.

3

brand promise

Define what it is customers can expect from you. What will their experience be like? What can they expect to receive? This is harder than it sounds but well worth the effort.

4

archetypes

Human nature tends to classify each other to make our interactions easier and make sense. Archetypes give your company human characteristics to help demonstrate what those interactions look like. Are you a rebel? A caregiver?

Now that we know what everyone else is doing and who you're trying to target, let's talk about you! *I know! It's our favorite subject too!*

This is where the real work begins. It can be tough to be objective about who you really are and what you value most. That's really what it takes to create a strong brand.

There are a variety of exercises that you can use to focus in on what your company stands for and how it should be perceived in the marketplace.

Gather your leadership together and start asking yourself some of the tough questions.

Here's a list of exercises and tools we use to help you define who you are and what that means to a brand personality.



visual identity systems

logo

The logo is the central visual element that is used to represent your brand. Your logo may be a word mark - a mark that is simply a word or set of words given a specific treatment - or an icon - a more graphic representation of a concept or a combination of the two.

Often times concepts will be sketched out first and then moved to a digital format to go through an iterative process to help hone the concept.

brand guidelines

Brand guidelines demonstrate how the logo and other elements such as typography,

imagery, and color, among other things, work together to create a consistent “language” that is used to create the look and feel of your brand. This becomes the guide followed by anyone that is creating collateral or messaging for your brand. (Think anything from emails to business cards.)



collateral



A tangible element that comes from your branding and visual identity work is your marketing collateral. Think business card, sales sheets, brochures, letterhead. These are the things that follow the brand guidelines and have a look and feel that is consistent and easily recognizable as yours.

Don't forget the voice or messaging that you use in these pieces is a key component to your brand. Is the tone light and casual? Or is it serious and corporate?

living your brand

ROCK THE BEST YOU YOU CAN BE

You've gone through this spiritual journey and hopefully you learned a thing or two about yourself. It's time to share the new you with the world! Well, at least those customers and prospects that fit in your target audience.

It's time to start the marketing engine, which runs great when you have a focused message and a solid understanding of who you are and what you do best.



oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.



Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY
& DESIGN



LEAD
GENERATION



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Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



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