

**Title Tag:** Ultimate Guide to Making Your Brand Identity a Success

**Meta Description:** Achieve your branding goals with our website's proven strategies that work. Read more!

## The Ultimate Guide to Making Your Brand Identity a Success

Your business is what others believe it to be. If they think you are trustworthy, good-quality, and a great company to buy from or hire, then you're on top of the world. If your customers don't even recognize you when they come across your website, then you still have a lot of work to do.

The secret to getting recognized and celebrated by your audience? A clear **and defined identity**.

A strong **corporate brand identity** is the keystone to establishing a reputation that builds on your success. It's the foundation of your reputation and the secret to building trust and loyalty with your customers, and fast.

Building such an effective **identity** can be tricky, especially if you've been asking yourself, "**What is a brand identity?**" until now. Don't worry; this guide will walk you through the basics that helps your business flourish.

- **What is Brand Identity?**
- **Why Is Brand Identity Important?**
- **What Are the Five Pillars of Brand Identity?**
- **How to Create Brand Identity?**
- Top Brand Identity FAQs

### What is Brand Identity?

Your brand identity is how the world sees you. Our brains can understand the concept of a business, sure, but thinking of all the moving parts doesn't help us understand that company.

That's where the brand identity comes into play. By unifying your business's visual identity, its tone of voice, its values, and its message, you can create something known as a brand persona. This persona will be a powerful tool for improving your overall identity of your brand.

Why is brand identity different from its persona? Simple. It's because your actions also matter. If you say you are eco-friendly and pro-environment, but then the news media catches wind of your destructive environmental practices, that will impact how the public sees you.

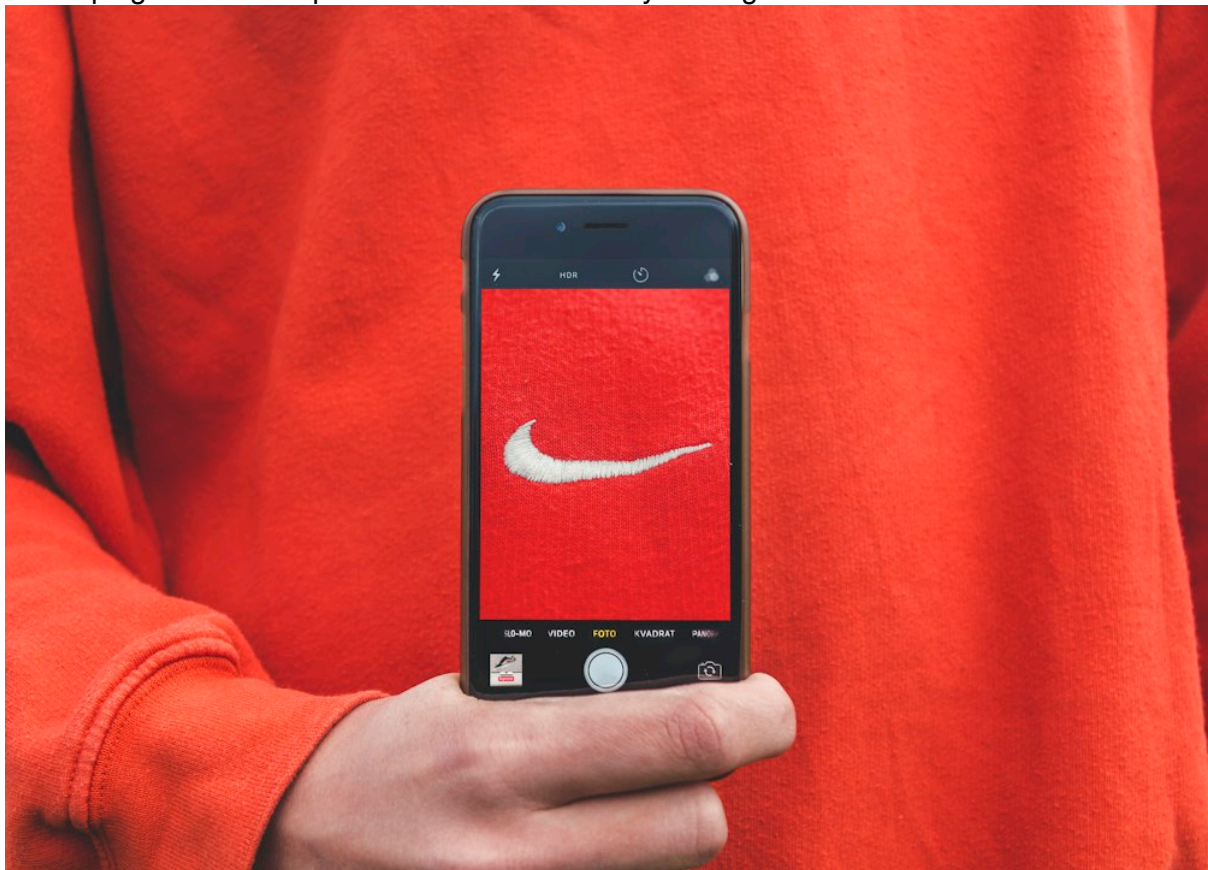
Your identity is your persona, your aesthetic, and your values. It's the cumulation of your entire branding strategy, and it's a key element of your marketing approach.

### Why Is Brand Identity Important?

The reason **why brand identity is important** is because it forces you to unify your approach. Someone we understand and like is also someone we like almost instantly. This works for people and for businesses.

If customers can understand what your business is about, who it's for, and what you offer in a second, they'll be more likely to delve deeper into your brand. A strong identity cuts away from answering questions like "Who are you? What do you do? Why should I care?" by offering those answers through tangible and intangible methods.

So **why is a brand identity important**? It's your business's face. Ultimately, it's what customers will use to decide whether they like you or not, so you need to invest in developing an effective persona that connects to your target audience.



**Source: UnSplash** <https://unsplash.com/photos/person-holding-iphone-taking-picture-on-nike-label-wwqRpSNBPq4>

## What Are The Five Pillars Of Brand Identity?

These pillars are also essential for developing brand guidelines and your brand media kit, so nailing down these five key elements is essential for your company.

### 1. Purpose

Every business needs to have a purpose. This is commonly referred to as your unique selling point or niche. What role does your company fill in the market?

By understanding why you do what you do you can best connect with the right audience. If

your purpose is to bring luxury sportswear to the masses, then your target audience is going to be on a lower income. This means approachability and affordability are key markers that your business will need to focus on.

Your values may also be a part of this. Pangaia sportswear, for example, has made its purpose to design earth-friendly products that leave the planet better during production. This immediately connects them to the eco-aware audiences common amongst Millennials and Gen Z.

## **2. Positioning**

Similar to purpose is positioning. The difference between the two is values versus who you are selling to. Your purpose is your reason for existing, and your positioning is your selling strategy. Some brands position themselves as high-end, others as budget-friendly. Knowing where you position yourself is vital when it comes to developing your identity and connecting with the right audience.

## **3. Personality**

Your brand persona can help you stand out, but it needs to be done with your purpose and position in mind. The language, colors, font, and message you use will all differ depending on what your brand's values are and what market you are selling to. What's more, you need to make that persona stand out.

This means you need to bump up your approach so it not only sends the right message to the right people but it does so in a way that's fresh. From fun to edgy to traditional to cool, there are so many different approaches that you can take. Just remember to make sure your persona matches your purpose and position. Otherwise, you'll have to explain your choices.

You don't have time to explain your choices. A successful brand identity is immediately identifiable in seconds by your audience, so if there are any questions or confusion, you immediately fail.

That's why it's so important to rely on the expertise brought forward from a **brand identity agency**. They know how to make you stand out while keeping your business easy to understand so customers get who you are, why you're there, and why they should buy from you.

## **4. Perception**

Everything up until this point has been in your control. What isn't in your control is how your brand is being perceived. You can do a lot to influence that perception by making your brand accessible, engaging, fun, or by giving back. Beauty brands are an excellent example of this.

Brands like Fenty Beauty are lauded (and highly profitable) because of their sheer range of shades. On the other hand, beauty brands with a limited shade range consistently receive backlash and bad press.

You need your customers to feel good when using your products or services. They need to feel good about supporting your brand. Use PR and goodwill campaigns to boost public perception of your business.

## 5. Promotion

How do you promote your business and get your name out there? Rather than putting all your eggs in one basket, it's usually a good idea to diversify. Using multiple touchpoints (like social media marketing, print marketing, TV marketing, winning awards, and so on) evens out your presence and avoids touchpoint burnout.

What's touchpoint burnout? It's when customers see the same ads or same brands over and over again and get annoyed. You never want to overstay your welcome, but you also want to make consistent introductions to improve your brand awareness and perception. The answer then is to get out there using multiple platforms with engaging messages and a clear call to action.

### How to Create Brand Identity?

Now that you know the five pillars of a successful brand identity, it's time to delve into the nitty gritty steps that take you from a brand nobody to a brand hero.

#### Market Research

**Creating a brand identity** starts with research. You need to understand your market and audience inside and out. This is how you'll pick out the marketing and branding approach that will vibe with your target audience the most.

Don't think you've lost your chance to do this if you're an already established business, either. You can rebrand at any time if it gives you a chance to finally make that connection that sticks.



Source: UnSplash <https://unsplash.com/photos/laptop-computer-on-glass-top-table-hpjSkU2UYSU>

## Decide on Your Branding Assets

One of the most important steps for those of you wondering **how to build a brand identity** that is instantly recognizable is through the use of your visual assets. Your logo, color palette, font, and so on will all play a key role in how immediately recognizable your brand is to customers.

Some icons alone are recognizable. Everyone knows Apple's logo. Everyone can pick out a Nike shoe from the design alone. This is the level of familiarity you want to achieve with your designs. Without knowing design inside and out, of course, knowing **how to build a brand image** that captures attention can be a challenge. If you are struggling, hire professional branding agency services to take the lead.

That's why simple but impactful designs are best. To really make those designs stand out, however, you need to improve the story around them. Storytelling is how you convince customers to choose your brand. You make them feel. The right assets, colors, and messages all work together to convey that story in as few words as possible. Develop Your Branding Guidelines.

Before you can release your branding identity into the world, you first need to define it in-house. By building effective **brand identity guidelines** and the digital assets that go along with them, everyone on your marketing and design teams can start putting together some winning publications on your behalf that are all cohesive.

You want customers to feel like they've met up with you again whenever they see your ads, visit your website, or even come across your store. When you offer that consistency, you lay down the foundations needed for trust.

The secret to establishing that unity is with a comprehensive brand guideline and easy-to-access branding kit. With those two at hand, everyone is well prepared to craft winning, engaging content that feels like your business.

## **Own Every Profile**

You need to have full control over every profile you can online. This means you need an official account on all social platforms. You need to claim your Google My Business and other listing profiles, and so on. Ensure all those platforms are fully optimized with your new branding strategy.

This is **how to build a brand image** that feels unified across pages. It's also how you secure your accounts. Make sure that no one can get in and change information around on you by using secure passwords and limiting who in your business has access to them.

After all, you don't want just anyone to be able to post content to your social media pages. Everything needs to be quality-checked and approved in advance. Limiting who can actually post helps keep those accounts secure so that you can remain in charge of your brand identity.

## **Use A/B Testing**

It's going to be impossible to get the message right the first time. The good news is that brand identities are flexible. Take Ryanair, for example. This low-budget European airline was receiving a huge amount of poor press, and its brand perception was at an all-time low. How did they turn things around? They leaned into it. Their marketing team has been creating very on-the-nose advertising campaigns that lets customers laugh while also airing out the elephant in the room.

This isn't to say that every business can succeed by making fun of itself. What it means is that throwing out new ideas and seeing how the public reacts to those approaches is essential. Sometimes, you'll accidentally stumble into a new aspect of your brand's personality that absolutely wins over your customers.

The secret to understanding what works and doesn't comes down to A/B testing. If you have a unique or new idea you want to test out, do it alongside a more traditional campaign. This way, you can use the Google and social analytics tools to help you determine which one was better received.

You can use effectively use that information to help you tweak and adjust your brand identity to something that really connects with your customer base.

## **Top Brand Identity FAQs**

### **What's the difference between a brand identity and persona?**

Your brand identity is your overall brand. Your brand persona is the tone of voice and personality you use to communicate. They can be seen as one and the same, but there are

very minute differences. Your brand identity includes your branding assets and visual approach as well as the message, tone of voice, and communication framework you use both in advertisements and when talking to customers directly.

### **What's the difference between [brand identity vs brand image](#)?**

Your brand identity is who you want to be. Your brand image is how others perceive you. You can have a brand identity as a helpful, welcoming brand, but if there's negative PR and backlash against you, your brand image will be negative.

That's why it's so important to keep track of your brand's perception and to constantly invest in goodwill projects that boost public perception of your brand in key ways.

### **Can I change my brand identity?**

Yes, in fact, you should constantly be tweaking your brand identity and approach based on the feedback you get directly from your customers, or indirectly through [social listening platforms](#). It can be harder to keep track of things like public perception as opposed to traffic and sales, but with the right software, you can take stock of how your branding strategy is being received.

Use the information you extract from those platforms to adjust your branding strategy. This shift in your overall strategy will naturally mean changing your brand identity.

If you experience a significant business change, then you may even want a full rebrand. For example, if you recently acquired a new business that expands your reach, capabilities, and offerings, rebranding to accommodate these changes makes sense.

### **How do I measure how effective my brand identity is?**

Similarly, your brand identity may not live up to your expectations. Using those social media listening tools is a start, but you'll also want to use analytic tools like Google Analytics to keep track of which landing pages and products perform best so you can replicate those approaches more often.

You can also directly communicate with your customer base with brand awareness and loyalty surveys that you can give your email subscribers in exchange for a discount or other benefits.

Social media is another great tool to help measure how effective your brand is. Keep track of the comments and buzz using social listening tools and how much engagement you get with the built-in analytical tools. You can even use interactive elements like polls to help you understand more of how your customers and audience perceive you and include them in any A/B testing you use.

### **How can I prevent others from using my brand identity?**

Knowing [how to create brand identity](#) is a priority, but you'll also need to know how to protect it to maintain your public perception. That's why you'll want to use these steps to protect your business identity:

## **Trademark Your Brand**

To protect your brand identity, you need to start with the legalities. Register your trademark and copyright everything you can so that another knock-off version cannot come up and take traffic away from you.

## **Create Firm Brand Guidelines**

You will also want to establish firm brand guidelines so that everyone working for you is on the same page and produces content that feels consistent across publications.

## **Secure it**

Finally, keep track of all your platforms by using strong, unique passwords. You'll also want to have every account you can verified and linked to your business.

## **Stop Unauthorized Access**

If there's any unauthorized use of your brand, it's also a good idea to have a legal team primed and ready to take action before that hack, knock-off, or digital saboteur can knock down your brand's image.