

Brand, Branding, & Brand Identity...

What's The Difference?

Brand

Many people mistakenly think of a logo as being a company's brand but a logo is just one piece of a much larger puzzle. A brand is actually the words, ideas, and feelings that a company owns in the minds and/or hearts of people.

Branding

Branding is the strategic process of aligning the way your company would like to be seen with the reality of what people think / feel about the company. To occupy a mental or emotional space within a potential customer, your company must have a solid understanding of itself and the people you'd like to reach. The process of branding is essentially developing a plan for how and where your company shares it's responses to the 5 W's and the H:

- Who are we?
- What do we do that nobody else does?
- Where do we do it?
- Why should anyone care?
- When do we do it?
- How do we do it?

Brand Identity

Given that brands are built over time and across experiences, it's important that your company is vigilantly consistent about the way it presents itself at every point of contact. A brand identity encompasses the parts of your brand that can be experienced by the five senses. It serves as a unique personality that helps people tell your company apart from others. At the very least your business needs a name that is unique within its industry or geographic area. Beyond that your brand identity system may include any combination of the following in addition to a variety of other options:

- Symbols (logo, icon, wordmark, mascot, etc.)
- Color palette or system
- Stationery (business card, letterhead, envelopes, etc.)
- Marketing Materials (websites, brochures, catalogs, flyers, etc.)
- Sonic Branding (sound logos, music, jingles, taglines, etc.)
- Environments (signage, interior design, etc.)
- Packaging (boxes, bags, bottles, cases, etc.)
- Advertising (traditional, digital, etc.)
- Uniforms (shirts, jackets, hats, etc.)