



BUSINESS **STARTUP**

BLUEPRINT

**BUILDING YOUR
BRAND IDENTITY**

TRANSCRIPT



Alright, let's talk about the importance of branding. Branding is one of those things that many companies overlook when they're first starting out.

They may go on Fiverr and have someone design a logo, and that's as far as it goes. When you're creating your brand identity, there are many things to consider.

Think about the psychology of the colors you're using. What is the brand imagery that makes a customer feel a certain way when they look at your brand?

A well-established franchise company that invests in its brand feels bigger and more professional compared to something quickly thrown together. When you create your brand identity, think not only about the graphics but also about what your brand stands for.

Consider whether your brand imagery reflects the values that matter most to you and your company. For example, at Wise Coatings, we have an elephant as part of our mascot logo. An elephant is known to be wise, have a great memory, and have tough skin.

We chose the elephant for its symbolism, and we adopt a baby elephant for every floor we complete. This creates a strong connection between our business name, the imagery we use, and our values. We invested a good amount in creating a solid brand from the beginning.

If you hire a professional branding agency, expect to get brand guidelines. This document, often about 20 pages long, includes details such as print and digital colors (CMYK, RGB), logo usage, font choices, and more.

Brand guidelines ensure that any designer creating assets for you will maintain a consistent look. This consistency helps build recognition and professionalism.

When you have a vehicle wrap, business cards, or print materials, your brand should be instantly recognizable.

For example, our vehicle wraps use specific colors and designs so that people recognize our trucks. Even with only one truck initially, people thought we had multiple trucks, making us seem like a bigger company.

Investing in professional branding is crucial. You'll spend tens or hundreds of thousands of dollars on content, websites, print materials, and more over the years. A cheap logo might seem like a good idea at first, but it can cause issues later.

Some freelancers might steal material from other companies, leading to legal trouble for you. Ensure your logo and brand are original content that you own. It may also be worthwhile to trademark your logos and branding.

If you're interested in learning more about how branding ties into your core values, vision, and mission, check out our growth course. We'll dive deeper into these topics there.

For now, let's move on to our next lesson.

Summary of Key Points:

- **Brand Identity:**
 - Consider color psychology and brand imagery
 - Reflect your company's values in your brand
- **Professional Branding:**
 - Hire a professional branding agency
 - Obtain brand guidelines for consistency
- **Investing in Branding:**
 - Invest in quality branding from the beginning
 - Avoid cheap logos and ensure originality
 - Consider trademarking your branding
- **Building Recognition:**
 - Consistent use of colors, logos, and designs
 - Create a professional and recognizable brand
- **Avoiding Legal Issues:**
 - Ensure your logo and branding are original
 - Protect your intellectual property