

What is a Brand?

(And why should I care?)

Welcome to the wild, wonderful world of branding!
No need to worry – this simple, colorful guide will introduce you to all the concepts you need to make the journey into your brand easy and fun.

Let's get started!



Okay, seriously. **What is a brand?**

A **brand** is the personality of a company or organization. You can also think of it as the way an organization is felt about or perceived.

Branding is a tool we use to create that impression in our audience's mind. It's the way we communicate information about ourselves.

Heads Up: You're looking at branding right now!

The colors, fonts, and even the layout you see in this guide is **branded** — all of it has been intentionally chosen to give you a specific impression of Plume Marketing Co.

Branding is everywhere — in advertisements, on products in our homes, and even in government organizations. Once you know what branding is, you can't unsee it.



Got it. **So why is branding important?**

We've all heard the expression, "Don't judge a book by its cover". It's great advice for interacting with people, but when you're browsing for your next great read, the cover of the book can actually be a wealth of information.

The title of the book might tell you what genre of story it is. If there are illustrations on the front, you might guess that it's targeted to a younger audience, and if the summary on the back cover has typos, you're likely to find more on the inside.

Like the cover of a book, your brand says a lot about your service or product.

The Big Ideas of Branding

- A professional brand makes you look credible.
- A memorable brand helps you stand out and stick in your audience's head.
- Strategic branding can engage potential clients more quickly.



What is a brand made of?

Now we're asking the deep questions.

The main elements of visual branding are **colors**, **fonts**, and **imagery**. Like articles of clothing, the combinations you create make a statement about your personality and tastes. Let's take a closer look:

Color

- Creating a strong color palette gives a brand a unique flavor and appeal. For example, tans and browns suggest calm and stability, while bright colors like red and orange can create a sense of excitement and activity.
- Adhering to a color palette gives structure & consistency to visual content, making you instantly recognizable across different platforms.

Example

Plume's color palette is showcased in this document — Our main color is pink, with a gray-blue accent color.



Fonts

Fonts and typefaces have different personalities and styles. The kinds of fonts you use actually have a huge impact on how your audience understands what you say.

Example

Take a look at these two phrases – one in the typeface Tangerine, and the other in the typeface Chiller:

Together Forever
Together Forever

Even the exact same words, written side by side, can have very different vibes!

For this reason, it's important to use care when selecting fonts that will represent your organization's voice in your communications.



Imagery

Here's another familiar expression for you: "A picture is worth a thousand words".

Images create a fast, powerful emotional response in their viewers. Just like colors and fonts, the kinds of photos or illustrations you choose will say a lot about your organization.

Example

Below are two portraits of young women. Both are similar composition, however the expressions and positions of the women create vastly different moods and engage the viewer in distinct ways.



Awesome! **So what's next?**

Congrats! You've got the basics of branding.

With this new knowledge, you can make informed decisions about color, font, and image choices and start to build a brand of your own.

...Wait, is that really it?

Well, yes and no.

These are the basics — the building blocks of brand. But of course there's always more to learn and do, like designing a logo and developing guidelines for language and tone.

If you're excited about branding and want to go deeper, we'd love to dive in with you. Just send us a message to set up a free exploration meeting — let's get started!

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