Designing Brand Identity: A Complete Guide To Creating, Building And Maintaining Strong Brands

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Part 1. Perception -- Brand Identity Ideas -- Brand Identity Fundamentals -- Part 2. Process -- Phase 1. Conducting Research The definition of brand building is to generate awareness about your business using marketing strategies and campaigns with the goal of creating a unique and lasting image in the marketplace. In 2019, the amplification of your brand image can be done effectively through various digital marketing activities. Together, these channels are fundamental to gaining brand awareness and growth. We’ll dive into each of these elements in detail, later! I simplified the path for a brand building process below, to help your business or personal brand gain a more loyal following. Are you wondering where to start? Use these steps as a guide for how to build a brand! How to Build a Brand. 1. Determine your brand’s target audience. Building a brand identity is all about differentiation: making your brand visible, relevant, and unique. However, without a firm understanding of your competitive landscape, it’s easy to blend in. Thus, it’s crucial to understand not just who your competition is but how your brand compares, in perception and presentation. Once you’ve completed your brand audit survey, you can use that info to inform your creative brief. Things to include in your brief: Title. Keep Your Brand Identity Strong. Designing a successful brand identity takes a lot of work and collaboration. To keep your team on the same page and empower them to do the best job possible, make sure they are: Educated: Find out what brand identity mistakes to avoid at every stage.