

CREATING STRONG *brands*



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IDENTITY

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HOW TO CREATE A STRONG *brand*

A strong brand captures an audience. There is clarity!
There is consistency! There is direction!

Many brands fail for lack of clarity and vision. They lack consistency and your audience is unable to recognize your brand at a glance.

A brand is unique to your products or services with a targeted audience in mind. When they see your brand it should be memorable.

In this guide we will go over tips on how to create a strong brand, the basics of branding, and examples of other brands. We will also share questions you could ask when interviewing branding agencies.

Without proper branding, your business lacks a vital part of its identity. As a business owner, it is necessary that you continuously educate yourself on the importance of branding and research different methods to strengthen your brand.

Let's jump right in!



FIVE CRITICAL COMPONENTS OF

POWERFUL

branding

1. A Ubiquitous Presence: One way you strengthen your brand identity is by making sure it is everywhere... everywhere that your target audience is, at least. In every place that your brand pops up, you should strive for repetition and consistency. You want your brand to be so ubiquitous that your target audience will always recognize it and never forget it.

2. A Commanding Logo: With all of the advancements in technology and the way we create branding strategies, the logo hasn't died. In fact, it is just as relevant as ever and a necessary part of every company's branding efforts. You need a logo that is not only unique and an accurate representation of what your company is and what it plans to do, but a logo that commands the attention of your target audience. It must be eye-catching. Creating a logo or giving it a makeover is not something you want to do hastily or whimsically; create a logo in a strategic manner. Put in the necessary planning and invest in a talented, professional graphic designer. That investment pays off and shows the public that you take pride in your appearance and maintaining a powerful brand.



3. Consistent Design: The overall design of your marketing strategy, whether it's the design on your website or the graphics on marketing literature, must be consistent in order to create and maintain a strong brand identity. If design is messy or does not match, it will be harder to establish the consistency necessary to develop a brand that people recognize. In addition to creating consistent design, your design absolutely should be done by a pro. Nobody has to be a professional graphic designer to know the difference between poor design that was done by an amateur and design done by a professional. Invest in professional design, because, like the logo you have created, it shows the public that you are a company who values professional appearance.

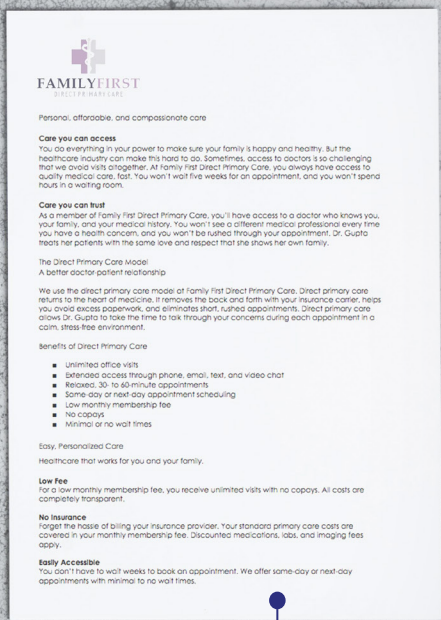
4. A Human Element: In recent years, more companies are recognizing the importance of personalizing their brand and avoiding the glossy, corporate feel. Businesses do better when they connect with the public's emotions instead of trying to push a sale or advertise blatantly. Your branding must contain a human element for it to be effective, and more importantly, be a brand that people can trust. There is no way you can maintain repeat customers if they don't trust you. Work with a professional to design a branding strategy that works to personalize your brand and the company. Part of branding is showing the public the face behind the brand.

5. A Story: Your brand can't just be a logo or a website, it has to be a story. Find a way to use your brand to narrate an important story. Show the public how your business originated and don't be afraid to give it an emotional appeal. Make your brand something that your target audience not only recognizes, but can experience and want to be a part of.



BRANDING *basics*

Web Design



Brand's Voice

Business Cards

Logo Design





brand IDENTITY

Before a brand's identity can even be established you must ask yourself: **Who is my ideal patient?**

Then, you want to create your brand to appeal to that "person." Is that person in their 20s, 30s, 40s and so on? Do they own a business? Are they single? Do they have a Family? Do they have Children?

Knowing who you're trying to reach is the core of your brand.



YOUR BRAND'S VOICE

MORE THAN WORDS

on a page

The right copy for your brand can help drive your ideal audience to you. Effective copy uses SEO keywords while creating a lasting impression on your visitors. This is where a good copywriter comes into play!

Copywriters use keywords relevant to your business to increase SEO rankings from the start. Custom copy is created to help attain as many meaningful visits to your website as possible. They have years of experience in making the right kinds of emotional connections with readers that speaks volumes about your brand.

Word Psychology: Words matter. They have the power to sink ships and persuade. Are you looking to blow a hole in your business or convince people they can't live without what you have to offer? A copywriter will know just the right words to attract an audience and draw in a crowd.

Focus on what you love doing, leave this responsibility in the hands of a capable copywriter. You may have an amazing vision for your brand but you lack the expertise to translate it. The creative talents of a skilled copywriter can take your vision and communicate it to the world in a variety of forms and messages with a vividness that will hold them spellbound.



QUESTIONS FOR *brand agencies*

REVIEW THEIR PORTFOLIO

- Do all their client's websites look the same?
- Does each company have their own look/feel?
- Do they use templates or offer customization?

PACKAGES

- Do they offer branding as well as a customized website?
- Do they offer logo design, copywriting, business card design, and web design?
- Do they create custom logos or use a generic database of options?
- Do they charge monthly maintenance fees or do they charge hourly when you need updates?
- Do they offer any search engine optimization (SEO) services? If so, how does it work and their offerings?

OWNERSHIP

- Do you have ownership of your website after you pay in full?
- Do you own your domain?
- If you choose to not use them for future site maintenance and/or monthly service(s) will your site remain live or do you lose access?



hey, alexa...

HELP ME WITH MY BRAND!

CREATIVE DIRECTOR
+ BRAND SPECIALIST

Alexa's career began at the age of 17 creating her father's, Carlos Torres, marketing material. With over 15 years of experience she is known for her keen marketing skills, responsiveness, and educating her clients. She ensures her clients are always taken care of and expresses a genuine interest in each person she works with. Bilingual in English and Spanish, Alexa serves a diverse range of clientele.

Her heart is to help other care clinics establish their brand's vision within their communities. In 2009, Alexandra, graduated from the Art Institute of Houston with a BFA in Interior Design. She created a website hoping to work in her chosen profession. Many people saw her brand and asked if she could help with their start-up's branding as well! This is where her love for branding was born.

15+ Years Experience



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