

businessary®

The Necessary
business guidebook
to creating your
brand (and making
your mark the right
way).

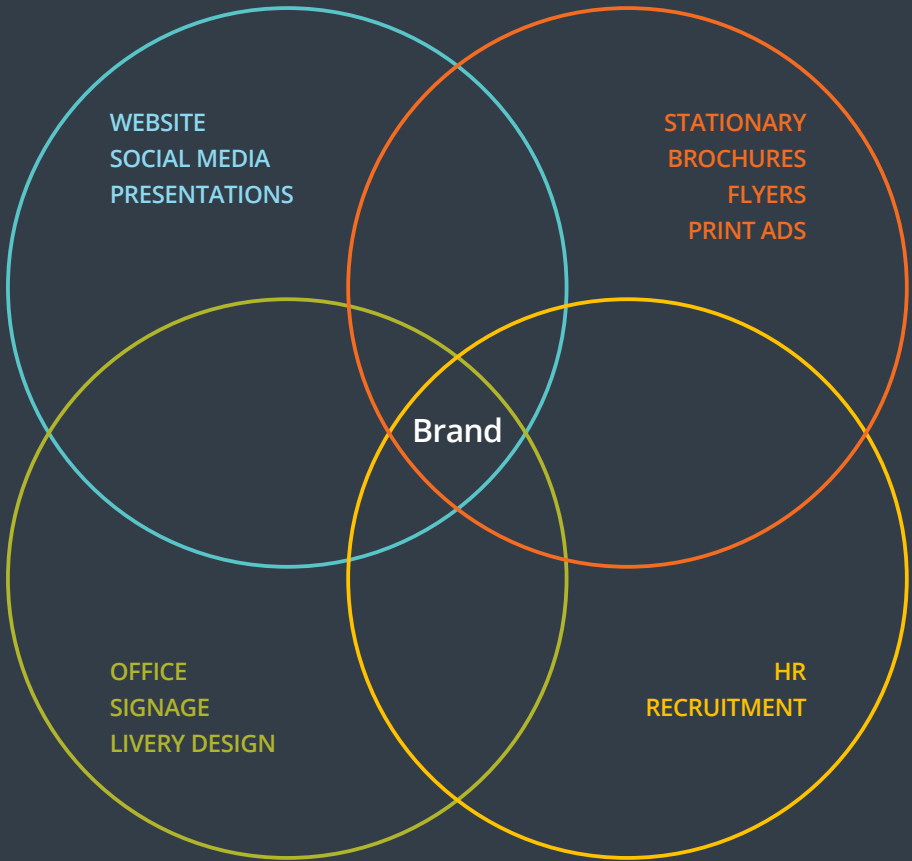


HOME FOR BUSINESS



This Necessary Businessary guidebook to understanding what makes a brand and why it matters to you. A brand is your identity, your offer, your business values and behaviour. We have the expertise to make sure that your brand celebrates the unique personality of your business and the best of what you have to offer.

BRAND USAGE EXAMPLES



Components of a brand design / identity.



Your brand is you.

Your brand should represent what's best about your business, what you stand for, and the key attributes you offer to your customer, both functionally and emotionally. It should demonstrate business pride and position you distinctly in your marketplace.



What makes a great identity?

An identity that is insightful, beautifully crafted, and coherent, telling the same story through all forms of communications. A great brand and identity both connect with your customers and instill a sense of pride throughout your organisation.



What should my brand say ?

Your brand should communicate your values and what makes your offer unique. It should reflect the personality of your business. From serious, to fun, to smart or caring, a brand should communicate what is at the heart of your business.



What are the ingredients?

An identity is created from various ingredients. From logotype, to tagline, to graphic forms, colour palette, typography, photography and the words you use to describe yourself. These, all used together, make a complete brand and identity. Once created and applied to communications, identity or brand guidelines are used to control its uniformity.



How do I use it ?

To use a brand well, planning is required. Knowing what media to use to connect with your audience is knowing where to apply your brand. From all touchpoints, website, to social media, to print marketing and corporate communications, we can help you join all the dots to create a coherent brand design.



Let's talk about your brand design

From strategy to brand creation or evolution, to the implementation of the brand through marketing, we're here to help. At Businessary, we think long-term, helping you achieve your goals now and in the future.

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