CHAPTER 02

GETTING STARTED: UNDERSTANDING YOUR BRAND
CHAPTER TWO
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Before you can even think about building the perfect logo, you need to develop an understanding of what your brand is really all about. Your brand can be summed up as the way you want your customers to see you and the image of yourself as a business which is public facing. It should be clear to both new and loyal customers what the added value you are bringing to the market is, just from engaging with your brand.

We’ve said already how having a strong brand can strengthen you against competitors and make customers feel like they are in safe hands. But it’s also about giving yourself one clear message which can shine through in all of your interactions, both internally and to customers. Understanding what your core brand is should power everything else you do.
At Amazon, it is well known that Jeff Bezos has a 'day 1 philosophy.' This means that he is encouraging a mindset of "here we are, we’ve just arrived, it is day one and there are quick decisions to be made to achieve the results we want". The building which Bezos works in is actually called "Day 1" and his quote is written outside.

This idea becomes more than just an empowering speech, it becomes part of the Amazon brand.

Even if you are not a business, any industry where you deal with customers is now known as a ‘people pleasing business’. Having a recognizable brand identity and carrying that through in everything you do is the way you secure clients who are trusting, loyal and best of all - tell their friends about you.
Establishing what your brand identity can take longer than you might think and for some businesses, it could evolve over months or even years. But if you’re reading this with terror and unsure where to begin discovering what your own brand really is, don’t worry! There are a few questions you can ask yourself to make the journey a whole lot simpler.

1. Do you see yourself as fun or more serious?
2. Which describes you better, a business with methodical planning or one which acts spontaneously?
3. Are you modern and cutting-edge or do you lean towards the traditional?
4. Is your company in the early stages or have you been established for some time?
5. Do you want to give off a friendly and personable vibe, or would you rather stay professional or more corporate?
6. Is your service available to the masses or do you have a particular niche or an elite mindset?

Answering these questions can help you build a brand identity which fits you, leading seamlessly to creating the right vibe with the help of marketing materials and graphic design.
The sweet spot you’re looking for is what makes you as a company stand out from the crowd. Maybe you’re a professional business like an accountancy firm - but you are modern and cutting edge and focus on eschewing that corporate image. Or perhaps your company sells shoes - something which has been available for centuries, but you’re putting a twist on it by aiming them directly at millennials who love "The Simpsons". (Ok, we’ll leave the ideas to you.)

The point is, before you even start building a logo with Tailor Brands, work out what gap you’re filling, and how you want to be seen. If you focus on what makes you unique, as well as what you want your customers to see you as, that’s where your brand identity truly lies.

Understanding your brand, and what it believes, values and envisages is core to your entire business’ culture. Once you’ve established the core principles of your brand, it's time to align your logo, designing it to fit seamlessly with your brand identity. In Chapter 3, we’ll look at exactly how to do this seamlessly and effortlessly.
Stay tuned for Chapter 3 where we will be looking into “Creating The Perfect Logo”.
MAKE A LOGO IN 5 MINUTES!

INPUT
Input your business name, description, and choose a logo type.

DESIGN
Tailor will design your very own logo and branding materials.

PURCHASE
Purchase everything you need but only if you love it!

Try Tailor Brands Now!