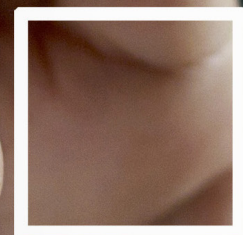
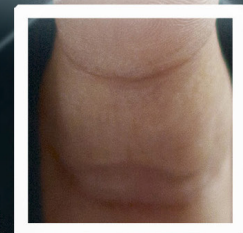
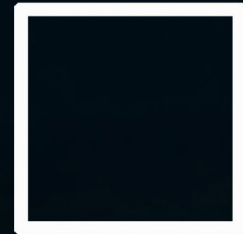


Brand Image Checklist.

A brand's image is a highly important aspect of its business. It defines entire reputations, often being responsible for first – and lasting – impressions. In a vast and all-consuming digital landscape, being the people who can break through the noise – not necessarily being louder, just better – is a tricky task. However, with the right know-how, and devotion to the cause, your brand image can be the one that really captivates audiences.



The 4 key elements of a brand image.

01. Value Proposition

This is a couple of clear and to-the-point lines, showcasing to a potential client why they should choose you over another business. A value proposition is an incredibly important aspect of your messaging, one that you need to be entirely certain about and portrays your business in your best light.

A large portion of creating a value proposition that will leverage your brand image is about understanding your customer. What is their problem, and how can your business solve it? Use this proposition to truly connect with audiences.

02. Design

Whilst your brand logo is one of the most important aspects of design that you own, it's not where your brand's design conscience ends. When developing a brand, it's all about trying to create something that authentically captures who a company are whilst also giving them the tools to try and achieve their company objectives.

Your design team don't have to be experts, but creative, fresh and innovative thinkers who know what will appeal to your buyer personas. The team will get to this destination by using the insights gained throughout the strategic process combined with some specific brand workshop activities.

When it comes down to it, humans are visual creatures and your logo and brand as a whole should exuberate your brand identity, offering something that leaves its imprint on people. That 'it' might not even be definable, but you need to know it when you see it.

03. Brand Style

When talking about brand style, it's not just about keeping consistency within your brand aesthetically but maintaining a tone of voice, personality and social media guide that portrays your business accurately.

Who are the kind of people you want to be? Brands are often thinking about visibility. However, this is usually thought in terms of 'how visible can we be?', with 'where can we be visible?' less frequently. Think about the places you want to be seen, locations (digital or physical) that will help keep your brand style and image strong, not degrade it.

When developing a brand, it's all about trying to create something that authentically captures who a company are whilst also giving them the tools to try and achieve their company objectives.

04. Authenticity

As well as portraying your business accurately, you want to portray it authentically, too. Stackla says that 86% of consumers believe authenticity is important in supporting a brand.

Authenticity translates best when:

- **You remain honest** – It's okay to keep a degree of smoke and mirrors with your clients, but dishonest behaviour tends to find its way out eventually, resulting in distrust from current and potential customers. Just be real. It's okay to be a little bit messy sometimes, we all are!
- **You are consistent** – Consistency is becoming a theme here and there's a reason for it. When you remain consistent, it doesn't just look professional, but it helps to harbour trust from clients and it will keep your audiences coming back.
- **Your business engages** – Most audiences will spot your transparency a mile off if your business is just in it for the quick wins. By engaging with customers and other individuals, they will feel valued and heard by you. They will also feel involved and genuinely engaging – through social post comments and email for example – adds a human touch to a company, showing that relatable side most people love to see.

Pulling it all together.

The Checklist

Establish your messaging hierarchy

The traditional messaging hierarchy is as follows:

- Vision
- Mission
- Brand essence
- Brand promise
- Value proposition
- Positioning statement
- Elevator pitch
- Long message
- Key messaging
- Proof points

Additional points:

- Target markets/audiences
- Tone of voice
- Language style
- Social media guidelines
- Keywords
- Hashtags
- About us boiler plates

This structure is fluid and doesn't necessarily have to be in this order. Your proof points will essentially be your USPs, what differentiates you from others on the market. A strong value proposition will help reinforce that all-important authentic factor. You should align this with your buyer personas and establish a value proposition that lets audiences know that you could genuinely help them with a struggle they're having.

You want your brand promise to be punchy and memorable, one that leads to a lasting impression. Most importantly of all, your brand promise has to be one you can keep and demonstrate that you can do so.

Getting the messaging hierarchy right will help you shape your entire brand image consistently – from logo design to website to marketing collateral.