

Building Your Brand Basics

Here are 3 ways corporate stationary can boost your brand.

Small and trivial things can often have a large impact. However, only when you know how they can make this impact will you be able to use them to their full potential. Take, for example, corporate stationery.

You might think that envelopes, letterhead, folders, and notepads cannot do much beyond their usual functions. Envelopes and return address labels carry letters to their intended recipients. Letterhead gives a professional medium for corporate communication. Notepads let you write notes on the go. Presentation folders keep your documents tucked neatly in one place.

And that's it.

This is precisely the reason why most companies do not pay particular attention to the design and application of corporate stationery. Those that do pay attention to detail, utilizing even the smallest aspects of their brand, are the ones that stand out from the rest.

True, generic business stationery can do the job, but a fully customized set of corporate stationery can do that and more. Here are some ways custom corporate stationery can boost your business and build your brand identity.

Maintains Brand Consistency

Visual identity is the most important factor to consider when building your own brand. It usually consists of your brand name, your logo, even the font you use, and other design elements. Creating a consistent brand identity is a key aspect to marketing your business. But it's not an easy process.

"Multiple people creating many branded elements can make it difficult to keep things aligned," says Raubi Marie Perilli in her [article for Entrepreneur](#). "For both big corporations and small business, it can be easy to veer off course, sometimes without even realizing it." To have a consistent brand identity, you have to invest in maintaining key visuals across all facets of your business.

Printing your visual identity on your corporate stationery is one of the cost-effective ways you can reinforce it. If used often enough in your business transactions and correspondence, customers and business partners will associate these symbols with your company. They will recognize your logo and key visuals at first glance.

Advertises Your Business in a Unique Way

There are a lot of ways to advertise conventionally, but sometimes the best ways are those that come unexpectedly. Thinking beyond the usual is the hallmark of being a good marketer. Using corporate stationery, even as a giveaway, can advertise your business in a unique way.

Everyone loves freebies, and more so if it's functional and people can reuse it. Customized folders and notepads, for instance, can be used as giveaways when you have a marketing promotion. Folders are nifty when it comes to keeping documents. Notepads are used to pass notes on the go. If you customize your business stationery with your brand identity, this creates a bonus and unconventional advertising for you.

Establishes Trust Through Professionalism

Gaining trust from customers and potential business partners is the goal of building your brand.

“For most brands, first-time exposure is a critical moment for building initial brand trust,” according to Jayson Demers, CEO of AudienceBloom on his [article for Entrepreneur](#). “Trust is a pivotal feature of successful brands; when a user trusts your brand, they’ll be more willing to buy from you.”

If you are trustworthy, then people will listen to the message you want to convey. They are also more willing to support your business by availing of your services or buying the products that you provide. Nothing makes you more trustworthy than by being professional in every interaction. And to be professional, you also have to look the part.

A professional design shows your attention to detail, such as this business stationery set from Innova Interactive.

Printing your corporate stationery on good quality paper, coupled with a consistent brand design, exhibits professionalism. This shows that you are attentive to even the smallest details. First impressions do last a long time and appearance hugely affects this initial interaction. If you have given this level of attention with this matching letterhead and envelope, then your customer would expect that you would give a greater level of attention when it comes to the products and services you offer.

Aside from that, it also establishes authority and accountability. For instance, everything written on a customized letterhead is done under the company’s good name. It makes things look official. And with this authority comes the responsibility that you will indeed deliver what the letter states.

Source: Kevin Mark Rabida, NextDayFlyers