

IMPORTANCE OF BRAND IDENTITY



Importance of Brand Identity



Brand identity is how a business presents itself to, and wants to be perceived by, its consumers. Brand identity includes your name, logo, products, services, offerings, and employees. Establishing brand identity is a holistic approach to conveying your company's image. Your brand identity should be reflective of the excellence your company has and will continue to produce.

Importance of Brand Identity;

Personality: A brand identity is the visual representation of the values and “personality” of your brand. It is important to identify your brand design as the design sets the tone of your brand, and it can be used to evoke specific feelings in your audience.

Differentiation: A brand identity helps you to differentiate your business from the competition and appropriately position your brand. It separates you from other businesses.

Loyalty: An effective brand identity can help to build customer loyalty and trust in a brand, since it allows customers to make a connection between a product and the company.

A successful brand identity is one which transcends the simple representation of your business, transforming your company image from pen and ink into powerful thoughts and personal associations. A successful brand identity is important to the success of your business.

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