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You need A Brand Not A Logo



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As a brand marketer, I often hear start-ups and emerging entrepreneurs talking about their brand but are actually referring to their logo. While a logo is a very important part of the brand, it is not the brand. Great branding evokes meaningful connection. It's how you want your company to be viewed in the eyes, hearts and minds of your clients.

I would like to offer a personal example to provide more insight. I like to wear 4 inch heels. It's become a signature style of fashion for me. The heels allow me to appear taller and exude more confidence. However, confidence from my appearance alone conveys very minimum about my personality or what I value. As I begin to connect with you, through meaningful and engaging dialogue, we build a relationship. You learn more about my values, qualities and unique story. Your company's logo is similar to my heel analogy. It's just one aspect of your brand. Alone it conveys very little about you and your brand personality or message.

Here are a few suggestions on how to create your brand story:

1. Display your uniqueness. What is the one thing that makes your product or service stand out from all the others? Tell the story that inspired you to create it. Did your product or service impact you or one of your clients in a way that created value? What value did you provide? Your uniqueness is what sets you apart and connects your clients to your authentic brand personality.



2. Connect inward to align with your personal mission. Once you have gained clarity about your mission and purpose, integrate with your company's mission to attract your ideal clients that will resonate with you.

3. Create memorable stories, messages or experiences that connect you to your ideal clients. Identify with your company's strengths and passions to highlight the characteristics you want your clients to remember the most.

4. Elicit responses. Create striking and lasting mental and emotional images that identify your product and service.

A great logo starts the conversation with your clients, however great branding builds a meaningful relationship that adds value for the both of you.



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