Brand Consistency

Branding communicates what you do and should be applied consistently across all your brand's touchpoints

Your brand is your relationship with your customers. It gives your business a personality and identity that people can relate to, effectively communicates your key messages and builds customer trust and loyalty. Your brand is continually reinforced through all of your customer facing messaging, from your website, email marketing, social media posts, email signature and business cards through to your logo, signage and printed collateral.

The Importance of Brand Consistency

Consistent use of your logo, brand colours and key messaging across all communication channels is important and will help to strengthen your brand identity and pave the way to becoming a leader in your niche. This doesn't mean that all of your communications have to look exactly the same, but it DOES mean that you should aim for visual cohesion. Make sure you stick to a number of standards, such as your colour palette, visual style, font and size and spacing of your logo.

Tip

If you're using a third party designer to create your website, social media or marketing collateral it's important to ensure that they don't ignore your branding. Create a set of brand guidelines for them to follow so they have a blueprint to stick to. This could be a simple document created in Word, Canva or PowerPoint which shows your logo, fonts, colour recipes and image style. You should also provide a list of key words, phrases and information about your brand's personality and core values to ensure your brand's tone of voice and messaging is consistent. Why not email them the relevant worksheets from this challenge!

Keep your visual identity and key messaging consistent and you'll effectively develop and strengthen your brand, helping your business make a far stronger, long lasting impression. Do a spot check across your digital and printed marketing touchpoints (wherever your customer comes into contact with your brand). Are your colours, use of font, images and logo consistent? If not, it's time to make those tweaks and create a visual brand which is consistent and seamless.

Visual Brand Elements I need to change to MAINTAIN BRAND CONSISTENCY