



a **DELUXE™** company

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WHITE PAPER

Branding Design Ideas

No Matter Your Business Size,
It Is Absolutely Imperative to Look, Act and Think BIG!

Why You Must Look, Act And Think BIG!

All of us know very small businesses with only one or two staff members who look, act and think like a Fortune 500 company. These businesses are usually incredibly successful and their customers don't care that they are small businesses because they ACT BIG.

On the other hand, we have all had the unpleasant experience of dealing with a small business that acted small. They did not return your phone call, they didn't send you the information they promised, they had a "home-made" business card or they just didn't live up to their promise.

The essence of branding is creating a credible story about your company that tells the customer that you will deliver on your promise. You can browse www.nebs.ca for other white papers on how to develop your brand position or how to grow your brand. This white-paper will give you specific ideas on how to use proper design ideas with your brand and position to LOOK BIG.

Today, it is clear that your position and brand story will be all that matters. Businesses no longer just compete in their region or market space. The world is small and we are now all in competition with businesses in the next town, the next province, the United States or India and China. In this light, you can be small and survive only if you ACT BIG!

"We are in the twilight of a society based on data. As information and intelligence become the domain of computers, society will place new value on the one human ability that can't be automated: emotion. Imagination, myth, ritual—the language of emotion— will affect everything from our purchasing decisions to how well we work with others...Companies will thrive on the basis of their stories and myths. Companies will need to understand that their products are less important than their stories."

- Rolf Jensen, Copenhagen Institute for Future Studies

Six Branding Design Ideas to Help You Look BIG

One of the ways to help you look BIG is to use ideas from the Fortune 500 companies. The following ideas are practical, low cost and easy to implement...meaning there is no excuse for looking small.

1. Keep Your Branding Colours Consistent

If you have colour(s) in your brand or logo make sure you show your brand in these colours. Unless there is no option, ensure that your colours are used. How else will customers be able to recognize you? Think UPS brown, IBM blue or any other Fortune 500 who always show their brand the way it was designed.



2. Make Sure Your Logo Works on the Web

So many small businesses miss this. If you do not use the right file format and web safe colours then your logo is likely to be unrecognizable on your web site. This mistake is most often made when you design your own or let an amateur do your design.

3. Pick a Colour to Fit Your Business and Always Use Colour

The world is going technicolour and we recommend always having a brand colour to match your position. Every colour will trigger a different reaction with customers and it is important to align your brand and colour to send the right message. See the **NEBS** White Paper "What Colours Will Work Best With Your Brand and Position".

4. Never Design Your Own

You wouldn't let your lawyer brother-in-law put a new engine in your BMW and you should never let your company brand be designed by an amateur. This is what leads to bad files, wrong formats on-line, etc. and will ultimately destroy your brand.

5. Be True to Your Brand and Position

Before you decide to do anything new, like advertise in a new medium, or launch a new product or service, make sure that it fits with the brand positioning you have developed. If you are NIKE and own performance as your brand then you cannot introduce a new apparel product that is beautifully designed but delicate, can't be washed, can't get it wet, etc. – it just wouldn't fit their position. You need to be just as watchful with your brand.

6. Be Consistent and Be Your Own Brand Steward

With branding there is no free speech. Your staff can't change it because they'd like another colour. Your supplier can't print it wrong or in a different type and YOU must make sure these things don't happen.

"Branding" is not just for big folks with big budgets. And modest size is actually a Big Advantage in becoming a local-regional-niche "star-brand"

- Tom Peters

Branding Like A Fortune 500

You will be surprised how quickly you can adopt Fortune 500-type practices and how much of a difference following these rules will make to your brand and your customers' perceptions.

Not only can you do this; you **MUST** do this if you wish to be one of five small businesses who will survive past their 10th anniversary. Δ