Protecting Your Brand Identity

K f]hhYb Vm 7\f]gh]bU H\fcbXgcbž 8][]hU A Uf_Yh]b[GhfUhY[]ghž A cl]Y

PUBLIC PERCEPTION OF YOUR COMPANY HINGES ON MORE THAN YOUR LOGO

6fUbX]XYbh]hm]g cZ hY XY bYX Ug U c[c/Wża dUb]Yg]_Y GHUfVi W gžDYdg]žUbX A]Vfcgc h a UmWa Y hc a]bX" Mlh žVfUbX]XYbh]hm]g a cfY WcffYW mXY bYX Ug \ck U Wa dUbm]g dYfWj YX Vmch Yfg" H\Uh dYfWdh]cb WUb j Ufmžfca dYfgcb hc dYfgcb Ug k Y`"

K \] Y bc Wa dUbmWUb Wa d YhY mWcbhfc `ck h Y di V ]W dYfWj Yg ]hž h Ub Wbhfc ` h Y Uhhf]Vi hY hY Ya Ybhg gi W Ug]hg `c[cž Wc cfgž cbhgž ghm Yž hcbYž UbX a U[Yfm"

6i h VfUbX]XYbh]hm [cYg k Y``VYmcbX a Ug\mXYg][b UbX U gc]bW i XYg mci f Wa dUbmg W hi fY UbX gYfj]W cZYf]b[g h Y h\]b[g h Uh k] _YYd Wghca YfgWa]b[VUW_ žcf a cfY"

Why Do I Need a Brand Identity?

6fUbX]XYbh]hm U ck g mci f Wa dUbmhc WdbbYW h k]h]h\ fYYbh UbX dfcgdYWj Y W ghca Yfg]b U]a dWż ``UbX a Ya cfUV Y k Um"

±ïdfcj]XYg U j gi U cf ZUW Zcf h Y Wa dUbmžVi]Xg hfi gh   Mci f Wa dUbm XcYg\Uj U VfUbX]XYbh]hm"
                                                                    » FY[UfX Ygg cZ mci f g]nYž h Y bYYX Zcf U VfUbX]XYbh]hm Udd]Yg hc ïci "
                                                                    » 8Yj Y cda Ybh UbX a UbU[Ya Ybh cZ h Y VfUbX]XYbh]hm]g bch h Y gc Y fYgdcbg]V]]hm cZ a Uf_Yh]b[hYUaž]bhYfb cf]bX]j]Xi U"

What Customers Want

About the Author

K]h\ˉcjˉYfˉ%+ˉmYUfgˉ]bˉh\ˉYˉX][]HUˉ]bXiˉghfmz7\f]gh]bUˉH\fcbXgcbˉ]gˉUˉgYUgcbYXˉX][]HUˉ ̇aˉUf_Yh]b[ˉ ̇ghfUhY[]]gh ̇zcWgYXˉcbˉVf]b]b[ˉ ̇Viˉg]bYggYgˉUbXˉh\Y]fˉHUf[YhYYXˉUiˉX]YbWgˉhcˉYh\ˉYfˉhcˉaˉYYh[ˉcUˉgˉUbXˉaˉUIˉ]aˉ]nYˉh\ˉYˉf ̇fYh ̇ifbˉcbˉ]bjˉYghaˉYbH ̇ˉH\fcbXgcb ̇W/ffYbˉhmˉgYfjˉYg ̇W]]Ybhgˉk]h\ˉUˉjˉUfˉYh ̇mˉcZˉcbˉ]bYˉUbXˉcZˉ]bYˉ