

Protecting Your Brand Identity

K f]HfYb`Vm7\]f]gh]bU`H\fc bXgcbz8][]HJ`A Uf_Yh]b[`GfUHY[]gřA cl]Y

PUBLIC PERCEPTION OF YOUR COMPANY HINGES ON MORE THAN YOUR LOGO

6fUbX`]XYbh]m]g`cZHyb`XY bYX`Ug`U`c[c/Vřa dUb]Yg`]_Y` GHUfVi` WgřDYdgjžUbX`A]VřcgcZria UmVřa`Y`hc`a`]bX`"M]řVfUbX`]XYbh]m]g`a`cfY`VřffYVřm`mXY` bYX`Ug`vck`U`Vřa`dUbm]g` dYfW]j`YX`Vmch`Yfg`"H`UhdYfWd]cb`VUb`j`UfmZca`dYfgcb`hc` dYfgcb`Ug`k`Y`"

K`]`Y`bc`Vřa`dUbm]Ub`Vřa`d`YH`m]Vřbfc` `vck`h`Y`di`V`]W` dYfW]j`Yg`]ř]h`VUb`Vřbfc`h`Y`UHF]Vi`H`X`Y`Ya`Ybng`g`V`Ug`]rg` `c[cžVř`cfgřZcbhgřgmYřhcbYřUbX`]a`U[Yfrh`

6i`hVfUbX`]XYbh]m]cYgk`Y`VYncbX`Ug`mXYg] [b`UbX`Ugc`]bW`XYg`nci`f`Vřa`dUbm]g`W`h`fY`UbX`gYfj`]W`cZyf]b[g`h`Y` h`]b[g`h`Uk`]`_Yd`Wgřca`Yfg`Vřa`]b[`VUW`Zcf`a`cfY`"



Why Do I Need a Brand Identity?

6fUbX`]XYbh]m]U`ck`g`nci`f`Vřa`dUbm]hc`VřbbYVřk`]h`W`ffYbh` UbX`dfcgdYVř]j`Y`W`gřca`Yfg`]b`Ub`]a`dUWř` `UbX`a`Ya`cfUV`Y` k`Uřh`

řidfcj`]XYg`Uj`]g`U`cf`ZUW`Zcf`h`Y`Vřa`dUbm]Vi`]`Xg`řfi`gh`

- Mři`f`Vřa`dUbm]XcYg`Uj`Y`U`VfUbX`]XYbh]m]ř`
 - » FY[UFX`Ygg`cZnci`f`g]nYřh`Y`bYXX`Zcf`U`VfUbX`]XYbh]m] Udd`]Yg`řc`nci`"
 - » 8Yj`Y`cda`YbhUbX`a`UbU[Ya`YbhcZ`h`Y`VfUbX`]XYbh]m]g` bch`h`Y`gc`Y`fYgdcbg]V`]mřcZ`U`a`Uf_Yh]b[`h`Ua`ž`]bhYfb`cf`]bX]j`]Xi`U`"

- » Mti f'a YggU[]b['UbX'VfUbX]b['Ja dUWgnci f'fUF[YHYX' U X]YbWZVta a i b]māVta dYH]rcfgzdUfHbYfgzUbX'h'Ua "H\Ym WfY'UVci hnci f'VfUbX']XYbh]mā
- » -a d'Ya Ybh]b['U'VfUbX]b['d'Ub'Wb'fYXi W'Ubl]YmiUbX' k UgHYX'h'a Y"
- » K \]Y'nci f'VfUbX']XYbh]mā UmVY [fYUzh\g]g'g'bcU' cbY'UbX'XcbY 'YZcfH' -hg'Ub'cb[c]b['YZcfHh'Uha i gh'VY' d'UbbYX'UbX'WfYX'Zcf'

What Customers Want

5g'a cfY'UbX'a cfY'Vta dUb]Yg'Vta dYHY'Zcf'nci f'Ui X]YbW'g' UHYbh]cbzh\Y'bYYX'hc'a UbU[Y'nci f'VfUbX']XYbh]mā cj Ygi d'cb' h\Y''ghcZdf]cf]h]Yg'UbX'VYVta Yg'Ub]a dcfHUbhX]ZZfYbh]Uhc'f' Zcf'nci f'ck b'cf[Ub]nU]cb"

5'gi WWggZ 'VfUbX'XcYgb h'f' gh'\UddYb" -hg'XYj Y'cdYX'cj Yf' h]a Y'Vmdi fdcgYZ 'UM]cb'UbX'Vt'bh]bi YX'a U]bhYbUbW" -hg'U'gh'Ud'Y'Zcf'U' Vta dUb]Yg'V]['UbX'ga U' Ug'h\Y'i V'cZ Vta a i b]W]h]cbžgYfj]WžfY'Uh]cbg\]dgždfca ch]cbU' YZcfHgzUbX' Vta dUbm]gfUH] mā

6fUbX']XYbh]m]g]Ja dcfHUbh]rc'nci f'Ui X]YbW'UbX'fYei]fYg' h\Y'dfcdYf'UHYbh]cb'hc' UbU'mmYžgfUH] []nYžd'UbžYI YW'h\žUbX' a YUgj'fY"

5h'h\Y'YbX'cZ'h\Y'XUž]hg'h\Y'Wghca Yf'g'cd]b]cb'UbX'bYYXg'h\U' UfY']a dcfHUbh]zVYVU' gY'k'cfX'cZa ci h\k']'Xf]j Y'fFUZ' W'hc'nci f' Vi g]bYgg'

<YfY'UFY'h'fYY'h.]b[g'nci f'W'ghca Yfg'UFY''cc_]b['Zcf'Zca'nci f' VfUbX.

About the Author

K]h`cj Yf`%+ mYUfg]b`h\Y`X][]HU`]bXi gfrã7\ f]gh]bU`H\ fcbXgcb`]g`U`gYUgcbYX`
X][]HU` a Uf_Yh]b[`ghfUHY[]ghZcWgYX`cb`Vf]b[]b[`Vi g]bYggYgUbX`h`Y]f`HUf[YHYX`
Ui X]YbWg]hc[Yh\Yf`hc`a`YYh[cU`g`UbX`a`U`]a`]nY`h`Y]f`fYh` fb`cb`]bj`Ygha`Ybh`
H\ fcbXgcb`W`ffYbhmgYfj`Yg`W]Ybhg`k`]h`U`j`Uf]YfmcZcb`]bY`UbX`cZ`]bY`
