

MASIELLE
design & branding

6

MISTAKES
Small Businesses
Make When It Comes To
Branding

1

THINKING A LOGO BY ITSELF IS ENOUGH

A logo mark is just one part of an entire visual identity system. There is also the logo type which may or may not be used. There are typographical elements, color palettes and even a tag line and brand voice that should all reflect your business's mission, values and tone.



Type
nutrifi
Organic Grocer

When a business starts out by getting a logo designed without giving thought to the rest of their branding, they will inevitably run into issues down the road when they realize how many other branding aspects are needed and how they must all communicate the same message. They will end up struggling to maintain a cohesive theme and their desired brand persona will not be very clear to potential consumers.

“Business owners often associate brand image with expenses and unnecessary fluff that add no value to their existing product or service but brand image is **IMPORTANT** for any business. When consumers buy a product or service; they’re buying what your brand stands for. That’s why it’s so important to design your brand image to convey exactly what you want it to say. I recommend thinking about your brand image as a whole **EARLY** on. Be **INTENTIONAL** about it and build it from there.”

-Solomon Timothy, Forbes Magazine

LOGGO

2

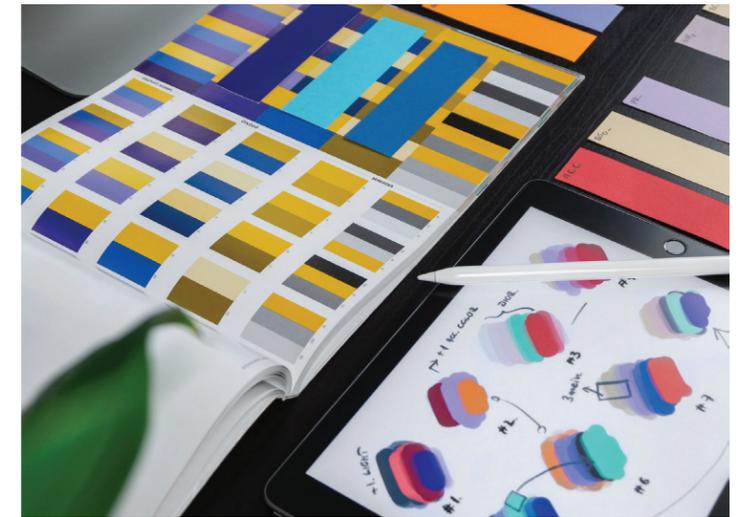
NOT UNDERSTANDING WHAT BRANDING IS

A small business owner may *think* their brand is accurately reflecting what their business represents but oftentimes that is just their aspirations for their brand. Brand perception is owned by consumers and this is based on public opinion.

A brand is not just about the logo or slogan; it incorporates both visual elements and brand associations like trust and reliability. It is important to make the effort to keep a consistent brand image through each encounter consumers have with your brand in order to develop a brand that is easily recognized.

Seth Godin defined a brand as, “A set of ‘expectations, memories, stories and relationships’ that in combination drive the decision to choose a particular company, product or service.”

Basically, a brand is a mental creation, which helps consumers to understand one company over another.



INSISTING ON PERSONAL PREFERENCES

Many small business owners will hire a designer to create some branding collateral for them based on their own personal preferences without giving much thought to colors, typography, names, taglines, or photography, which are all used to communicate different meanings and emotions. Instead, they just go by their own personal preferences which most likely would not line up with their business's mission and voice.

Certain industries such as the dental industry avoid the use of red or black.

While these colors would signify energy and sophistication, in the dental industry it can create a perception of blood and death.

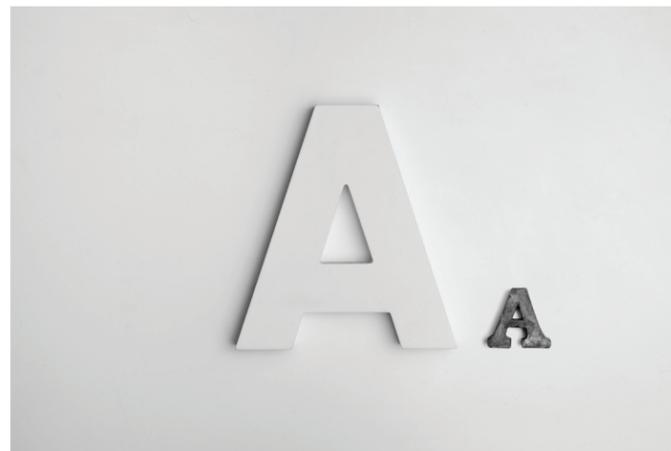
“Symbols engage intelligence imagination and emotion in a way that no other learning does.”

-Georgetown University Identity Standards Manual

Different cultures can also give different meanings to colors so it would be

especially prudent for an international business to take that into consideration.

Typography also communicates a message. A serif font can represent tradition and establishment while sans serif fonts generally create a more modern feel.



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NOT HAVING A TARGET AUDIENCE IN MIND

Not having a target audience defined means throwing things out there and hoping something will stick. If you don't have a target market identified, then you will not be able to present an accurate value proposition. This is extremely inefficient but surprisingly common for small business owners to overlook this essential thing.

The thought of doing a competitive market analysis can be intimidating and seem time consuming for some people who are spending all their effort just trying to get their business up and running. But if you don't have a target audience in mind you will not know how to reach your potential customers. Marketing and branding go hand in hand. Gathering info on who you are selling to is a must. Who are they? Where do they live? How old are they? Who else is competing for their business and loyalty?



“Answering questions is relatively easy. Asking the right question is more difficult.”

-Michael Cronan

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NOT INVESTING IN BRANDING

NOT BEING READY FOR BRANDING

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“Steady investment
in design is rewarded
with competitiveness
that lasts.”

-Design Council UK

“Businesses
are now only
as strong as their
brands and nothing
else offers business
leaders so much
potential leverage.”

-Jim Stengel

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Struggling with
Branding?
We'd be glad
to help!

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