

conscious brand elevation strategies
to catapult business growth

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elevating conscious branding in businessSM



BRAND BUILDING QUESTIONS ASKED BY
BUSINESS OWNERS
AND ANSWERED IN DETAIL FOR YOUR ELEVATION!

Q: Jackie J. asks: "Do you think it's a good idea to change your logo every few years or not? Some graphic designers say, "yes." But I always thought your logo, a reflection of your brand, should be consistent. That it takes time to get your image in the mind of the buyer and have it stick.

I have had the same logo for about 7 years, and I like my logo. Should it change often or not? Your thoughts?"

A: Dear Jackie,

Thanks so much for your question!

The answer is an overwhelming, loud and clear NO!!!! Absolutely NOT, nada! When you understand that CONSISTENCY is one of the three most powerful characteristics in branding, then you can see how powerful you become with repetition of the same visual image. You are building "visual equity" every time your clients or prospects see your logo.

Now, in some cases you can do slight, very tiny, (did I say slight?!), alterations to your logo to gradually update it to more contemporary look and feel as the decades go by and you and your brand are evolving with them. HOWEVER, it is an extremely incremental change in the font, color hues, or revision of icon....NO MAJOR CHANGES -- unless you want to basically start from scratch in rebuilding your brand's equity. There are usually very small adjustments a brand can make to their visual identity that can make huge differences in the "feel" of the logo.

If, on the other hand, you are wanting to make a huge shift in your service delivery, products

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GETTING YOUR EMPLOYEES ON THE 'BRAND WAGON':
Learn the secrets of highly successful brands and how they engage the hearts and minds of their employees to deliver powerful and distinctive brand experiences.

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and overall brand infrastructure, then a complete overhaul in the aesthetics may be necessary (And we would also highly recommend going through our Brand DNA process). However, plan on creating a solid, well thought out strategic, phased implementation campaign to communicate the change in logo and the brand's direction to your targeted audience. This plan should include the rollout of a news release, consistent advertisements, updates in your collateral's look and feel, your visual environment, packaging, etc. To be truly effective, this major overhaul needs to be implemented like clockwork and on a pre-determined scheduled rollout.

But, if you are not overhauling your entire brand infrastructure, then changing your logo every few years shows instability and confuses your market.

At The BA Group, we approach corporate identity design as a birthing or re-birthing of a brand's overall essence which is reflected within the visual symbol, and based on the brand's DNA outputs. But ultimately, the essence of the brand is affirmed through the actual behaviors of the brand throughout its dealings with its customers, vendors, and shareholders.

A Logo Does Not A Brand Make.

Q: *From Sue R. "If you offer several distinct but related services, how does that affect how you brand your business?"*

A: Thanks for the question Sue! When you understand that BRANDING the process of defining, creating and living a specific message – the services or products don't necessarily make up the brand. The product or service you offer is a way to communicate the brand's attributes.

Your brand is an overarching all encompassing set of attributes that are expressed through your behavior (client meetings, transactions, follow up, trouble-shooting, employee management, etc.) So your brand should be consistently reflected through ANY type of service you have.

Knowing and understanding your Brand DNA is key in beginning to be able to define how these attributes should be expressed. So, when you think about it, your brand is a perception, based on emotion, and defined by your customers (and employees') experience of you. You control and define that experience through your behavioral style. Think of your brand as an EXPERIENCE not the specific product or service you offer.

elevate!

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