

Creating your Brand identity – Course Outline

Duration: 3 Hours

Course Description:

Are you clear on your brand identity? If not, then how will your customers know and understand who you are?

A clear brand identity is a must for a business that wants to develop and grow sales.

A brand identity will help you understand how you want to be seen by your customers, what should your logo look like, what fonts should use, what are the right colours for your brand, your tone of voice, what should your strapline be, copywriting style and also what should your communications look like (including photography).

The one day course will involve a presentation, which will touch on all the above points, and interactive sessions to give you the opportunity to start thinking about these elements within your own business and go away with a structure and next steps to allow you to continue to build on this.

Who should attend?

Business owners, managers of teams or any manager responsible for marketing within a company.

What will it cover?

- Why a brand identity is important for your business
- Understanding all the elements that make up your brand identity
- Review/develop your brand name, strapline and brand values
- Review/consider the colours and fonts used in your logo and brand identity - and what they mean
- How to think about your Tone of Voice, Brand Story and Point of Difference (USP)
- Determine who your target audience is
- Understand the importance of consistency for your brand identity
- Understand how you pull all the above elements together to define your brand identity