

# Alison\*s Art, Inc.

## MARKETING BYTES

### BUSINESS ISSUES . . . EVERY BYTE COUNTS!

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## BUSINESS ISSUE #35

### M.O.S.T. Part 13: Establishing Your Identity or Creating Your Brand

Let's start off by explaining the concept of branding. Branding is that which makes your business, organization, events and ideas immediately recognizable, stand out and distinguishable from others; it is your identity and the image that communicates who you are to the world. It can engage the senses: *sight, sound, touch, smell and even taste*. It can be applied to many aspects of the physicality of what you do:

- Signage
- Physical environment
- Furnishings
- Architecture
- Identity and promotional materials (print and Internet)
- Advertising
- Media appearances
- Promotional items

Branding has evolved to express the most essential nature of an entity; there are enterprises that have focused their brand to the simplest yet most complete element:

- A single color: brown for UPS
- A shape: the Coke bottle
- Initials: GE, BP, IBM, etc.

Although you may not need to be identified in all of the above mentioned ways or as simply as some of the major corporations, the objective is to brand yourself for recognition quickly, easily and regularly. Alison\*s Art, Inc. will work with you to achieve this.

Alison\*s Art, Inc. **MARKETING BYTES Business Marketing Tools & Services** brand your Business, Organization, Projects, Events, and Ideas for Success. Read Marketing Bytes . . . Every Byte Counts! Visit [www.AlisonsArt.com](http://www.AlisonsArt.com) to learn more.

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*\*Alison\*s Art, Inc. thinks outside the box for the success of your business, organization, projects, events and ideas!*