

10 RULES of BRANDING

BRANDING IS
REALLY, REALLY
IMPORTANT.

YOU HAVE TO MEAN WHAT YOU SAY.

Nobody cares how long your firm has been in business.

Use short, simple words
and **get to the point.**
Don't "commit to" – do.
And so on.

IT HAS TO **SAY SOMETHING MEANINGFUL** TO YOUR CLIENTS.
NOT YOU. YOUR CLIENTS.

If you don't manage
your brand, you have
no control over what
it will become.
Bad, bad idea.

HIRE A PRO

When branding looks easy
it's because an expert did it.

The brands you know –
Apple, Nike, Clorox –
have nothing to do
with what your
brand should do.

IT HAS TO BE
UNIQUE

If it sounds like
everyone else,
nobody

NOBODY
will notice it.

DESIGN IS CRITICAL.
Logo, color and appearance
are integral to a brand.

IT MUST BE **AUTHENTIC.**