

What Is Branding?



MOCKINGBIRD

A logo is not a brand. Many law firms believe that a brand is just a new logo, a new firm name, a website redesign, etc. A brand is not just a logo, but everything about your business. A brand is the idea of a person or corporation which is perceived by the customer's trust and experience. A successful brand is your strategy. If you are unsure about where you are going or how you are going to get there, your brand will reflect that.

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This overview will inform you what a brand is, the goals of branding, why you should invest in branding your firm and what our branding process looks like at Mockingbird.

01 What Is Branding?

Effective branding is rooted in finding the perfect balance between brand identity and brand image.

BRAND IDENTITY

The brand identity encompasses the visual elements of the brand. This includes items like the brand's name and logo, typography, colors, and any design elements that help set the brand apart from competitors, especially in the minds of potential clients.



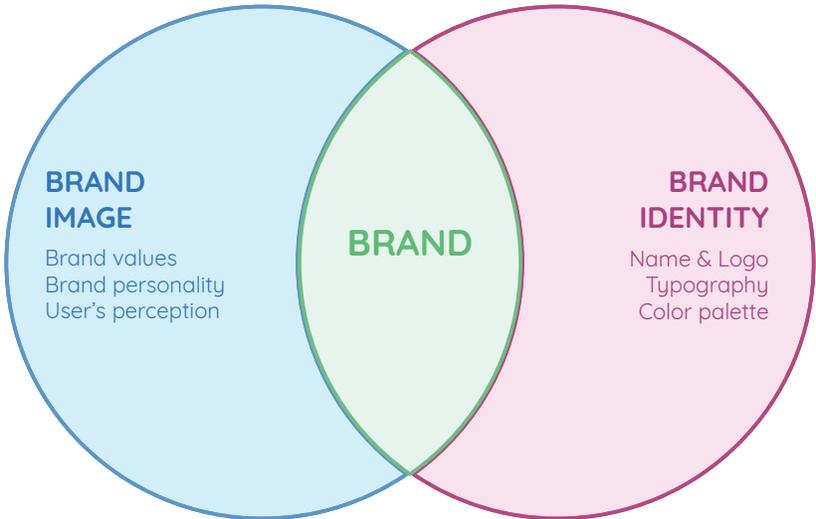
BRAND IMAGE

The brand image is a combination of the perception AND the experience a person has with the brand, as well as how they view the brand’s personality and values.

Building a strong brand image starts with understanding the essence of the brand. You can think of brand essence as the heart of the brand, its core values and vision, who the brand is and what the brand is promising its customers.

The second part of the brand image is establishing a value proposition. This consists of the promise of value, understanding who the users are, and communicating what needs that brand is going to meet.

The last part of a strong brand image is the personality. Using the brand essence, value propositions, and customer needs and expectations, we can establish a personality that unifies how the brand is presented internally, externally, and in all marketing efforts.



The goal is for the **brand image** and **brand identity** to overlap as much as possible. Thus the true essence of the brand identity should be in line with how the user perceives the brand.



02 Goals of Branding

Effective branding is fulfilled by determining and meeting these 7 goals:

- 1) **Emotions** - what type of emotions are you trying to establish in your customers?
 - 2) **Desires** - what type of desires do you want to satisfy?
 - 3) **Differentiation** - how can you stand out from your competition?
 - 4) **Trust** - how do you establish and build trust?
 - 5) **Value** - what is the core value of your business?
 - 6) **Connection** - how can you connect to your clients and prospective clients?
 - 7) **Belongingness** - what habits and goals do you share with your target audience?
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03 Why Rebrand?

Brands evolve over time. In many cases a brand you established years ago may no longer be the right approach for the shifting needs of your customers or your marketing. For other businesses, the “brand” was never given much thought or fully fleshed out in the first place. Either way, there are plenty of reasons to consider branding or rebranding your firm.

1. Are you are getting fewer leads than in the past?
2. Are you are entering a new market?
3. Are you introducing significant new services?
4. Has your firm’s growth slowed or stopped?
5. Have new competitors entered the marketplace?



6. Does your visual brand look tired compared to the competition?
 7. Do you struggle to describe how your firm is different?
 8. Are you losing a higher percentage of competitive bid situations than in the past?
 9. Has your firm changed significantly since you last adjusted your brand?
 10. Are you struggling to attract top talent?
 11. Have your customers changed significantly?
 12. Are you trying to figure out how to take your firm to the next level?
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04 Our Process

1) Discovery Phase - requirements and limitations, define outcomes and deliverables. Go into broad overviews of clients/users, internal perception, internal costs of rebranding. Define clear roadmap for the future. It's about discovering the questions what need to be answered (refer to branding goals) not what we already know.

2) Research and Positioning - Using different user experience and market research techniques, we dig into the details with:

a) User market research - This helps us discover the best market for your brand as well as identifying possible brand weaknesses.

b) Internal Research - We collect information for your firm's specific purpose. This could entail holding focus groups, utilizing surveys, etc.

3) Brand Image Presentation

a) Branding Positioning Statements - These convey your unique value proposition, differentiation attributes, and market positioning. Ideally, the statements are intended for internal/external use and subsequent marketing message development.

- Values



- Mission
- Vision
- Promise

4) Brand Personality - Brand personality is created from brand essence and user perception. This is where we pull all the information and bring it together.

- a) Establish client's desires and emotions**
- b) Establish a voice and tone**
- c) Work within the appropriate archetype**

5) Build the Brand (Identity Materials) - The beginning stages for the creation of the visual aspects of your firm's brand starting from the ground up. This entails choosing the typography, color palette, form and shape of your brand.

6) Logo Creation - Using all the research that we have gathered, we start the initial sketches of the logo by hand, move to rough versions on Adobe Illustrator, go through revision process with clients, refine logo.

7) Brand/Style Guide - We will pull all of the identity materials and combine them into a brand/style guide for you to own. The brand/style guide includes logo types, correct use of the logo and white space, logo color variations, brand colors, correct imagery, typography, iconography and incorrect use of your logo to ensure consistency.

05 Maximizing Value

1) Make sure you have your specific goals agreed upon before branding. These will be confirmed during the discovery phase.

2) Limit the number of decision makers. The final decision should be appointed to a small group of people. The decision makers must be onboard with branding and not there to resist.



- 3) Designate a single point of contact between us and your firm.
- 4) Vet your feedback. Make sure feedback is organized and conflicting viewpoints are resolved. A lot of time and money is wasted when passing along conflicting information without it first being discussed or clarified internally.
- 5) Keep an open mind. A lot of new ideas and perspectives will be brought to light. It's easy to be egocentric about branding but effective branding is created from understanding and engaging the client's point of view not yours.
- 6) Let us run the show.

To learn more about our branding services, give us a call at:

(206) 209-2125

