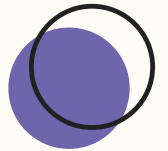
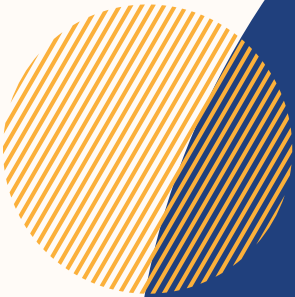


How to Create Brand Consistency That Drives Growth

+ Delights Customers & Earns Advocates

Table of Contents

- 4 What Does Branding Include?
- 7 The Importance of Brand Consistency
- 10 Benefits of Branding Consistency
- 13 How to Start Developing Your Brand
- 19 Brand Consistency Examples
- 25 Measuring Brand Awareness and Your Consistency





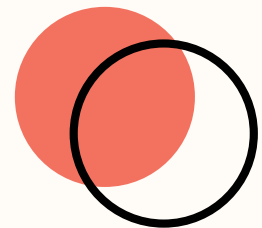
Your company's brand is its story. It's the business' image. It's the world's perception of your company.

Proper branding does more than just provide a nice color scheme for your website. It has a huge impact on your business, from lead generation to brand recognition. It's what sets you apart from your competitors and distinguishes your value from theirs.

Your brand is built to be the manifestation of what your business is as a whole.

Unfortunately, it's far too easy to let that image become muddled, misconstrued, or inconsistent. And with knowing how powerful your brand can be, that's a line you don't want to cross.

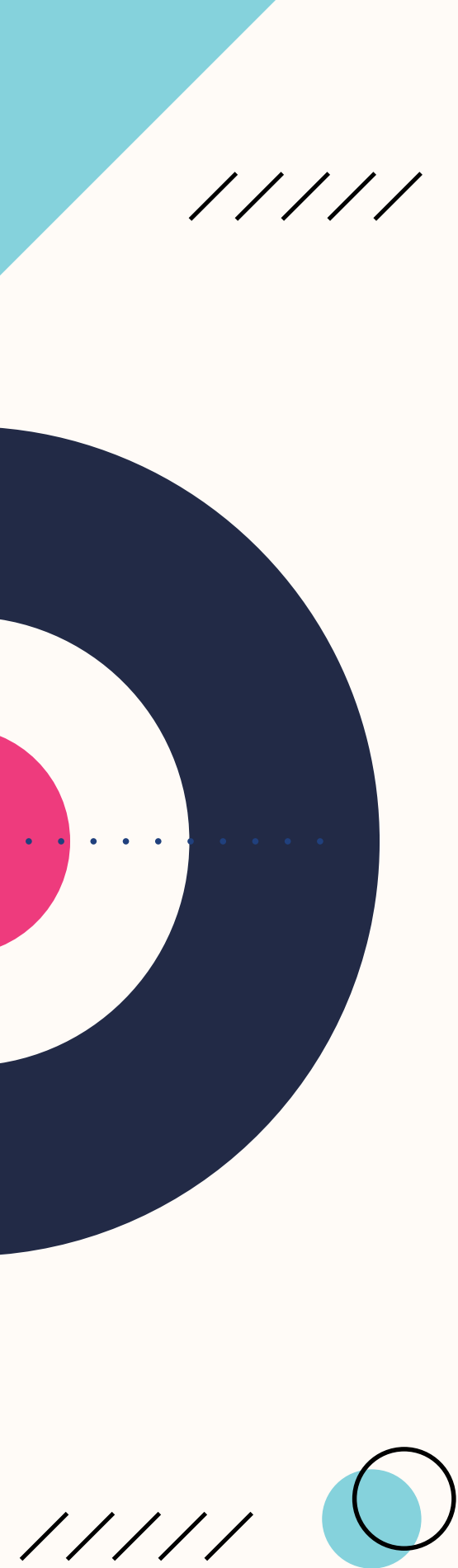
That's why we've developed an easy to use guide about maintaining a consistent brand that truly represents your company and its values.





Chapter 1:

What Does Branding Include?



So what exactly makes up someone's "brand?"

From a client-facing perspective, it seems as easy as just picking a logo, a catchy tagline, and some business cards. Easy, right?

The truth is that there are several pieces to the puzzle that is your brand image. Probably a lot more than you may even realize you're absorbing when you examine a popular brand. But trust us, there's a lot of thought that goes into it.

The Basics

There are so many different terms and components that fall under the concept of branding. Before we dive into how consistency impacts your business, let's get the basics down.

Brand Identity

Your [brand identity](#) is the culmination of all the visible elements of your brand. It's different from brand image. Identity distinguishes the intent of the brand, while image is the actual result of all those elements put together.

Those elements include:

- Name, logo, slogan/tagline
- Use of colors, shapes, and fonts
- Brand voice and personality
- Company culture
- Customer engagement

Your identity is the face of your business, and often what your audiences build their first impressions on.

Brand Awareness

This is the extent to which a potential customer can recognize or identify the qualities or image of your company.

It's an incredibly useful way to measure your marketing efforts and how well you're relating to your customers. By implementing a [brand awareness strategy](#), you can start increasing your brand association with particular needs, build equity, and foster trust.

Brand recognition is an important facet of brand awareness that works to make your company memorable.

Where awareness is the big picture of your entire brand, it's important to look at the smaller details of brand recognition. The details that your customers will engage with regularly. The details that they'll form a bond with.

The key is to get brand awareness and brand recognition to work together and drive results for your marketing campaigns. Creating strategies in which the two complement each other will develop long-term customer loyalty.

Brand Guidelines

Every successful brand has well defined brand guidelines that it follows.

A [style guide](#) is a rule book that defines everything related to the look and feel of your brand. It can exist as a book, document, poster, pamphlet, PDF, or whatever is easiest for your company to follow.

Even the smallest details, like typefaces, carry an important influence over your audience's opinion of your company. Keeping in line with your style guide ensures consistency and a familiarization with your business.

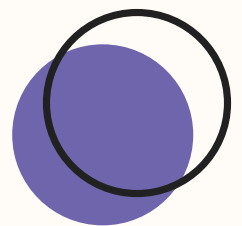
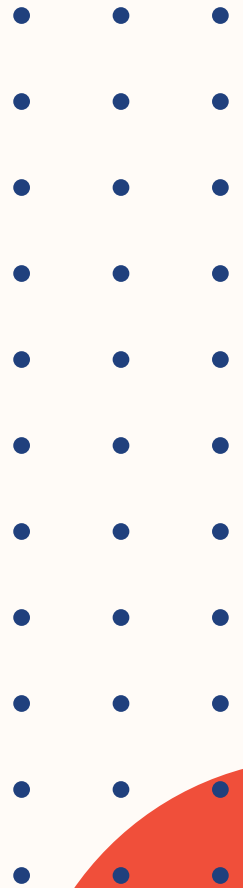
Brand Consistency

This one is kind of a given.

By being consistent through every aspect of your branding and marketing efforts, you'll be able to create a strong following much faster, drawing in a dedicated stream of loyal customers.

Consistency isn't just for appearances. By building an established brand identity and voice, you're demonstrating how your company will be able to solve your customer's challenges again and again.

It also projects a strong image that your business knows what it's doing and is dedicated to providing consistent value, which is critical in competitive industries.





Chapter 2:

The Importance of Brand Consistency

When working on your brand, the desired end result is always an increase in brand awareness. You want audiences to recognize your business easily and have positive sentiments associated with it.

But how can you guarantee that your brand will ever be that noticeable or garner a following?

The best answer: consistency.

By building a consistent and cohesive brand identity that follows the rules and guidelines of your industry, you can start working toward your company's name being synonymous with your market.

Kind of like how Nike or Adidas can represent the entire industry of athletic retail.

Those brands developed the chops to carry that weight by being consistent across their marketing strategies. They understood the power of earning their consumers' trust through a single identity and aligning their brand with their marketing goals.

Consistency Makes You Dependable and Trustworthy.

Consumers base their buying decisions off of their emotional investment, aka trust, in a brand. In fact, a recent survey found that only [48 percent](#) of buyers said they tune into a brand's advertising and specials if they don't fully trust them.

But when they do trust a brand, that number jumps to 76 percent.

It's kind of the same as when you first meet a person.

You start to develop your own assumptions and ideas about them based off of your interactions, but it can be hard to actually understand who they are if they're dressed dramatically different and talking in a different accent every time you see them.

If you were planning on doing business with them, you'd be a bit hesitant, right? How dependable could they be if they're so inconsistent?

Well, that's what your leads are contemplating when every single landing page of your site has a different theme or there are inconsistencies in your offers, emails, and blog posts.

By being dependable in your branding, consumers will feel more confident that you're going to be dependable in your product or service.

They'll trust that you're going to provide them actual value.



Consistency Elevates Your Marketing Efforts.

Trust isn't just great for sales. It helps with marketing too.

How impressive is it to be able to just feature an image of golden arches and have millions of people immediately recognize your fast food franchise?

No company name. No slogan. Just the [logo](#).

You know who we're talking about, don't you?

That's some high end, albeit minimalist, marketing.

When you've got a brand that strong, you no longer have to spend time convincing consumers to buy from you.

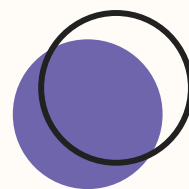
Your products or services become so synonymous with your brand that customers start thinking about their next purchase just by seeing your logo.

Brand consistency can take a great deal of pressure off of your marketing team.

Your leads will recognize exactly what type of content, offer, or value they can expect from you if they've been exposed to your business in any form or fashion.

Seeing that Nike swoosh lets people know that the new shoe is going to be high quality and look amazing. Spotting the Target bullseye means there's a good deal nearby.


That sort of recognition is hard to maintain if your brand identity is as scattered and varied as a Pollock painting.





Chapter 3:

Benefits of Branding Consistently



We've already touched on some awesome perks to brand consistency, but there's a wide variety of more tangible, measurable benefits.

Controlling Brand Perception

Wouldn't you love to be able to control how people see you? I mean, we do our best via Instagram and Twitter nowadays, but there's no way to know exactly what everyone is thinking about you.

Thankfully, when it comes to business, you have a much greater say in your company's public image. And when you're leveraging brand consistency, then you're shaping how your customers perceive you.

You have control over what messages, ideas, and values are associated with your brand identity.


Measuring the ROI of Your Brand Awareness

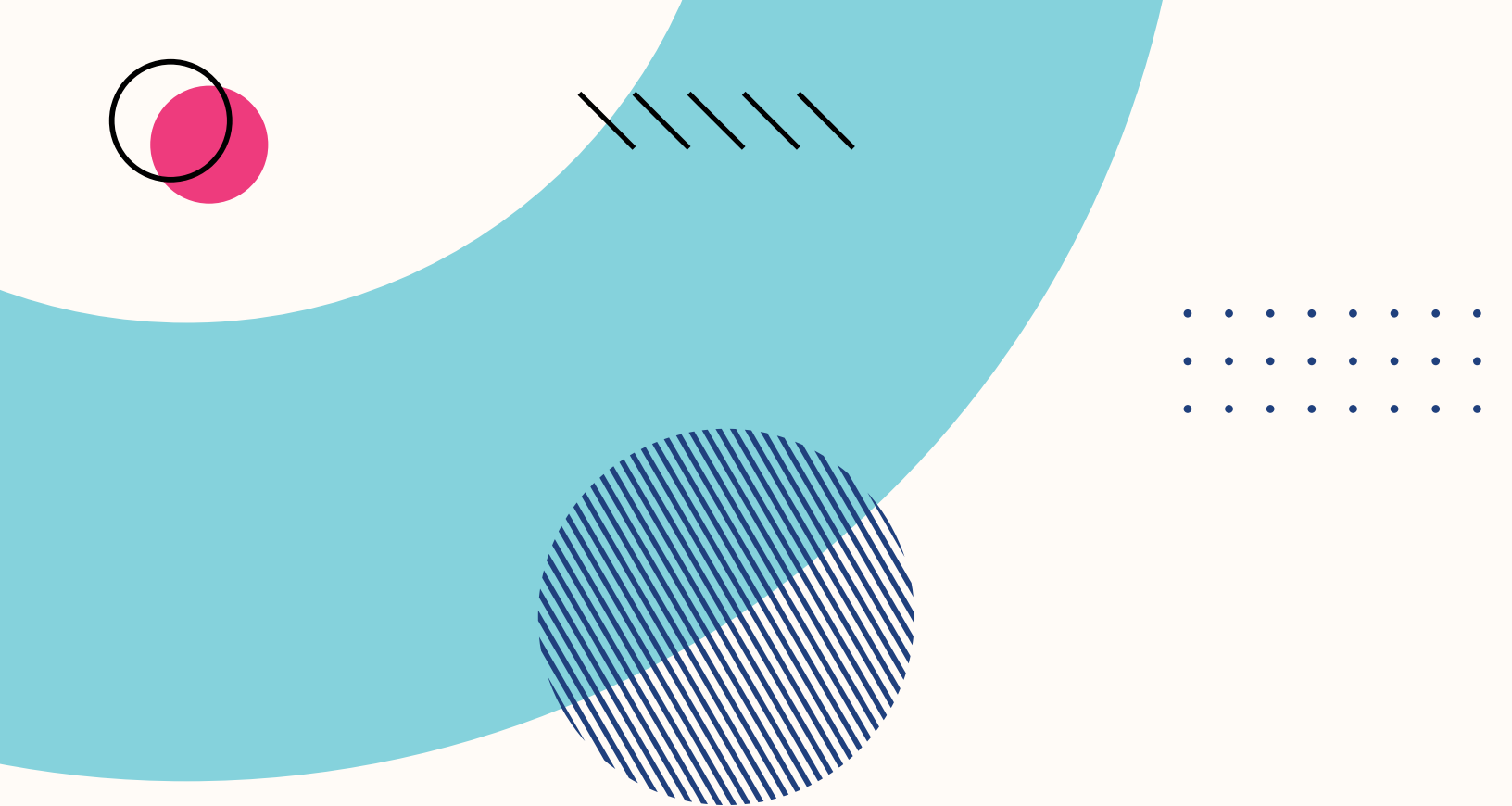
With that control comes a means of manipulating your brand awareness as well.

"Manipulating" can come across as a strong word, but that's honestly the goal: direct influence over what your brand is known for and who is affiliated with it.

Brand awareness can actually be measured, providing you with tangible results to your efforts. You'll have insight on your ROI by examining where your traffic comes from, social proof, word of mouth, and your [link building efforts](#).

Have you seen an uptick in social mentions? How many new external links have developed, establishing your business as a thought leader? Are people talking about you through reviews and user-generated content?





Increasing Lead Generation

When your brand awareness grows, your lead generation efforts follow suit. The more people talking about you, the better. [Word of mouth marketing](#) is one of your greatest assets when it comes to establishing your brand.

How often does a consumer purchase from a brand because someone they know has? Bandwagoning is often a means of teasing your friends, but it's a marketer's best friend.

It's simple, really. No one's going to buy from you if they don't know who you are. And how can they ever learn who your brand is and what it stands for if your brand is all over the place?

Consistency makes your company recognizable and likable. Building trust with a customer is just the first step. The next is building trust with their friends and family.

Creating a Unique Image for Your Business

Brand consistency is an essential tool in helping your company stand out from all the rest. Most industries are flooded with competition nowadays, so being unique is an advantage you can't pass up.

Being consistent can make all the difference in a customer's decision to trust your business or turn to a competitor instead.

Losing business because your identity is sloppy will never feel justifiable.

Leveraging consistency communicates that you can be trusted to repeatedly outperform your competition. And with the right style guide in place, consumers will associate that dependability with your image.


Without consistency, your company risks looking like it's not put together or united. No one's interested in doing business with someone who looks unstable or unreliable.



Chapter 4:

How to Start Developing Your Brand:

All Your Questions Answered
on Where to Start



Before you can start redefining your brand, you'll need to make sure you've got everything you need in the first place. Brand development is a process, but following through with it has a ton of rewards.

Here's where to start:

1. Perform a Brand Audit.

Starting with brand consistency means starting with a clear mission, vision, and message. It's not just having it written on your website, but also practicing and living by it.


Your message needs to be clear, driven, and practiced to be consistent.

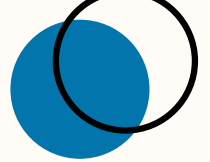
A brand audit examines your brand's position in your market. It evaluates how well your efforts are performing and identifies any gaps that may be present.

You should key into three areas:

- Internal branding: Brand voice, values, and company culture
- External branding: All of your visual elements (logo, color scheme, etc.), your advertising and marketing materials, website, social media, and anything else client-facing
- Customer experience: Your sales, support, and service processes

Once you've identified all of your brand elements, then take the time to perform a full audit of them all.





Establish a Framework.

Look at all of your goals and objectives in order to create a decisive framework.

Who are your target personas? What are the strategies you use to appeal to them? What does your marketplace look like at the moment? Any new trends you can leverage?

All of these questions are great places to start so that you can understand where your business is at on a fundamental level.

Perform Brand Surveys.

Hearing directly from your customers and employees will provide you more insight on the state of your brand's influence than any analytics.

Conduct surveys that will pull a variety of quantitative and qualitative feedback for you via phone, email, or on your website. You'll have a better understanding of your full customer experience, which is important for your audit.

Your customer's answers will give you a better realized idea of how your audience perceives your brand.

Questionnaires can also provide a customer's reasoning on picking your brand over another.

Examine Your Web Analytics.

When it comes to actually analyzing your data, your website traffic is the obvious place to start.

By identifying where your traffic is coming from, whether it be paid or organic channels, you can learn where your brand's presence is performing strongest.

Does your organic content or advertisements need optimizing? Which channels are underperforming? Why? Are you actually drawing in traffic from your target markets or are they funneling in from elsewhere?

Leverage tools like Google Analytics to examine activity reports, or HubSpot if you're looking for a more comprehensive and loaded deck to monitor your traffic, CRM, and campaign efforts.

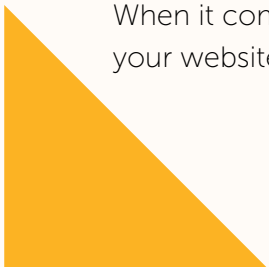
Of course, you'll want to keep an eye on your conversion rates as well. This part of your brand audit will tell you which types of content are working best and what kind of traffic they're pulling in.

Review Your Social Data.

Examine your social media data with the same attention to detail as you did your website.

Social data can offer information on demographics, customer interests, and influencer marketing opportunities.

If you find out that you're reaching audiences different from your perceived one, then you can adapt your marketing strategies to better relate to them. And understanding their interests outside of your brand may inspire new ideas on outreach and engagement.





Analyze Sales Data.

Getting your sales team in on the loop is really important to your branding efforts as well.

By reviewing your sales data, you'll get a full analysis of the customer journey from start to finish, highlighting any impediments or successes.

This is also a great opportunity to refine your company's sales playbook. Make sure it's actually aligned with your brand identity and company goals. Is your sales team truly reflecting your brand's values? Where are they succeeding? Where can they improve?

Evaluate Your Competitor's Branding.

If you want to be certain that you're doing something notably different from your competition, then you'll have to actually look into what they're doing.

There are tons of competitor analysis tools meant specifically for monitoring your competition's strengths and weaknesses. Use them to understand where your brand stands in the market and who you're working against.

Monitor their SEO, SERP rankings, content, traffic, pricing, and the like to get an in depth look at what they're doing right and how you can put your own spin on it.

Performing a comprehensive dive into how your brand's performing and where you stand in your industry will set you on the road toward developing your brand fully.



2. Build Your Brand's Style Guide.

The next step is to define your brand's "vibe." Building a style guide that's unique to your business will keep your branding efforts consistent and set your company apart from everyone else.

A style guide can exist in a multitude of formats, but it should always be composed of the same elements:

- A mission statement, vision statement, and core values
- Logo
- Color palette
- Typography
- Tone and voice

However you define these in your guide, you'll need to stick to them throughout your business. A brand only works if it's seen as cohesive and consistent.

3. Incorporate Consistency in Your Content.

Once you've established your brand guidelines, you'll want to extend the same rules to your content marketing efforts.

Remember, you're looking to be consistent throughout the customer journey.

Make sure that you're using the approved logo and design elements across the board. Provide access to your team members so that they can include them as they create and publish new content.

When building your content editorial calendar, make sure you're ideating topics that match your brand. As you establish your company's tone of voice, you're going to set certain expectations amongst your visitors. Ensure you're meeting them appropriately.

Along that same vein, keep your tone and personality even across all of your channels. No matter where your audience interacts with your brand, they should be met with the same attitudes and values. When picking which channels to use, find ones that align with your brand's identity and match your ideal customer's preferences.

The same goes for partnerships, whether they be with other brands or influencers. Collaborations shouldn't be random. It'll only confuse your respective audiences. Although your brands don't have to be exactly identical, your company and your partner should share similar values, interests, and goals. That'll ensure that your target audiences are aligned and you'll actually get something out of the collab.



4. Get Your Team On Board.

Internal branding is just as important as what your customers see.

Your employees should understand and believe in your brand whole-heartedly. They're what drives your company, expanding it with their ideas and commitments.

If they're not onboard with whatever values you've established for your company, it'll reflect in your business efforts.

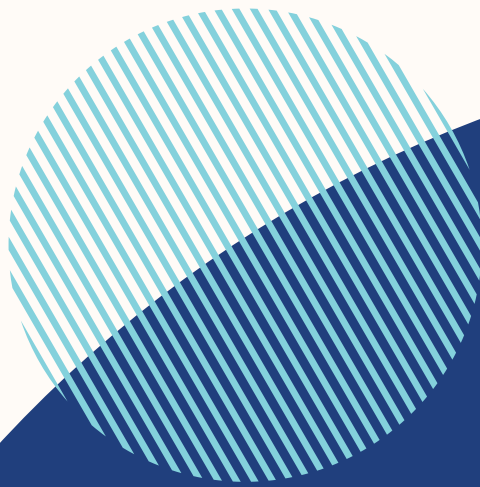
This is especially important when it comes to

your sales and service teams.

They're the human faces of your business, and if they aren't properly aligned with your brand identity, they can confuse clients or even harm your business.

Have you ever had a sour sales associate in a store essentially ruin a brand experience for you? You were a lot less likely to return to shop there, weren't you?

Make sure this doesn't happen to your company by instilling your brand values, voice, and identity throughout your company. By being consistent, you keep everyone on the same page.





Chapter 5:

Brand Consistency Examples

Thankfully, brand consistency isn't some new, novel idea. You don't have to take a shot in the dark.

Just look to those who absolutely crushed it before you. Here are some pretty big brands who became big because they put time and effort into being consistent.

FANDANGO LOGO USAGE

16

Fandango Logo

When choosing between Vertical and Horizontal Logos, use the Logo that best fills the allotted space.



fan_h_[use type]



fan_h_[use type]_rev



fan_v_[use type]



fan_v_[use type]_rev

Source: [Fandango](#)

Fandango

Fandango has definitely made its mark on the entertainment industry with its movie ticket specials and discounts. Their orange icon immediately triggers fantasies of fresh popcorn and stadium seating.

This is largely in thanks to their [52-page style guide](#).

Most of it highlights how to use their logo with corporate partners, which is important since the company is always working alongside another business in some sort of promotional effort.

The guide is extremely detailed and highlights the dos and don'ts of their brand's usage across platforms and channels.

If you're looking for inspiration for your own brand style guide, take a page out of their book.



McDonald's

We referenced the magic of those golden arches, so it's only fair that they make the list.

Even though McDonald's name speaks for itself, that's not why it's on the list.

After World War II, the fast food restaurant found itself becoming a bit commonplace among their competitors. So, the McDonald brothers performed a brand audit.

They looked into why they weren't making enough profits.

Turns out, other restaurants were serving pretty much the exact same menu items as them. Customers could get their meals from anyone, so it wasn't necessary to stop by a McDonald's specifically.

The owners recognized one missing detail, though. Customers were looking for "quicker service," but no one was providing that to them.

That's when McDonald's took the reins of the market again.

They researched where most of their revenue was from ([80 percent](#) came from hamburgers and french fries alone), made that their primary product, and focused on building an efficient assembly line that would get customers their food faster than anyone else.

Soon, their meals were being served fast at low prices and high quality consistently at every location.

The rest is history.

Source: [Wikipedia](#)



GUCCI

Source: [WikiCommons](#)

Gucci

For a reference of consistent branding and the power that comes with it, we can turn to retail.

There are plenty of retail brands that do an excellent job of building a persona around their name, but it's the luxury brands who can upcharge just by putting their logo on the receipt.

And none is more recognizable than Gucci.

Everything from the icon to the color scheme is recognizable. No matter what you put that logo on, it will immediately be perceived as high end.

Gucci has accomplished this in a number of ways.

The quality of their fashion and leather goods stands on its own, but the company has made a point to build a strong social media presence

as well. Heavily active across all of the popular digital channels, consumers can keep up with the brand at all times.

Leveraging social proof and influencer marketing has boosted their sales as well. Whenever a celebrity, like Kylie Jenner, posts a picture wearing one of their products, their brand awareness spreads across her 140+ million followers.

With the clout it's earned today, when you pay for one of their products, you're paying for the name more than you are the actual merchandise. That's some serious brand power.

The company name has even become a new slang term for describing something as good or quality. It's on [Urban Dictionary](#), so you know it's official.





HubSpot

HubSpot's become pretty synonymous with inbound marketing and sales in the B2B world.

The company has established itself as a thought leader and a forerunner in marketing. Their greatest advantage?

They're recognizable.

Nothing about HubSpot's brand could be confused for someone else, from their incredible CRM to their intriguing logo. The orange and silver color palette is consistent across their online presence, and they use the same stylized illustrations whenever they create a new image.

When you see the odd, branching bubble that is their logo, the first thing that comes to mind is sales software and marketing techniques. That's the power of brand recognition.

HubSpot's consistency and growth as a brand has put them in an enviable position within their market. They're a great example of brand awareness because just seeing their colors triggers thoughts of quality services.





Source: [WikiCommons](#)

In-N-Out

Talking about brand power, In-N-Out has to be thrown into the ring with the heavy hitters.

You've probably heard of the famous fast food joint, but how many people have actually been to an In-N-Out? The restaurant has acquired international fame and there's only 342 locations in existence, primarily centered in the Southwestern United States.

How does everyone know about their burgers if they can't even drive to one? User-generated content. The brand started gaining traction when celebrities and influencers made it the "place to be" on their social channels. Suddenly, everyone wanted to try a Double Double and some fries.

A lot of the restaurant's marketing is performed for them by incredibly loyal customers. They have an almost cult-like fanbase who swear by their menu.

That's proof that if you serve quality goods, the people will speak for you. Customer reviews and referrals can boost your brand just as much as an in-house marketing campaign. In fact, the In-N-Out

franchise has been rated one of the top fast food restaurants several times.

Whether you're from Los Angeles or live in Tokyo, you've seen the iconic red palm tree cup at least once on your Instagram feed. The recognizable yellow arrow will never be confused for a McDonald's.

In-N-Out has maintained its brand, identity, and voice for years, changing minimally while still managing their clout. The brand is still associated with quality food and a home-y atmosphere.

Even neighborhoods that are resistant to fast food locations clogging their streets have [welcomed the brand in](#), declaring that it's "different" from the others.

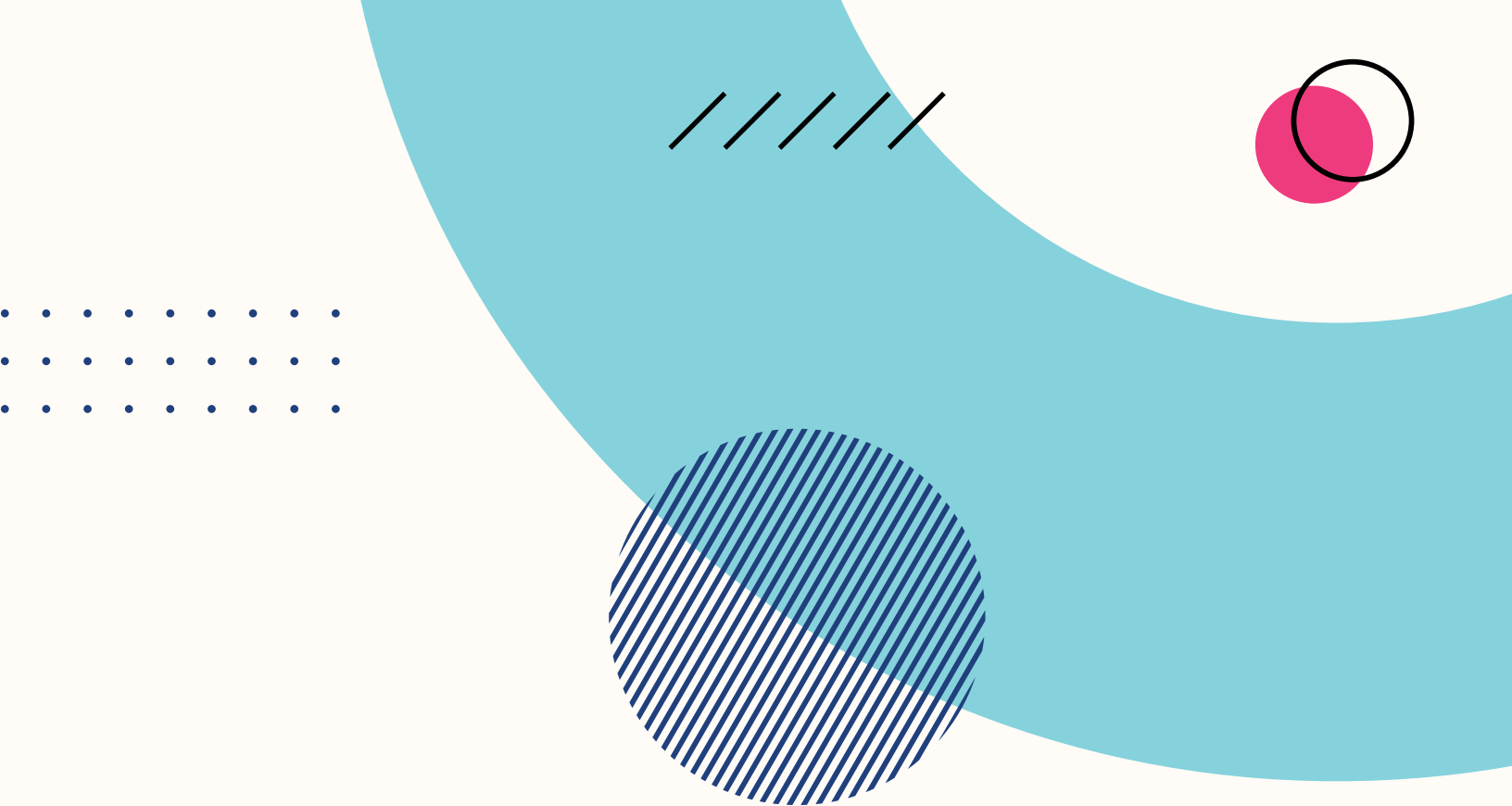
In-N-Out has even made the news a few times, like when all of New York City investigated the mystery of a [perfectly prepared Double Double](#) appearing in Jamaica, Queens.

Their brand power is definitely noteworthy, considering they're a regional business with international fame.



Chapter 6:

Measuring Brand Awareness and Your Consistency



There are quite a few tactics that can help you collect data, many of which can be pulled from your brand audit strategy. Here are some of the most popular:

- Performing surveys and questionnaires
- Listening to social media mentions and activity
- Analyzing website traffic

Once you've collected a sufficient amount of data, identify any patterns or trends in the metrics.

You should be able to analyze two specific categories that are critical to the effectiveness of your brand awareness and tell you just how well your brand consistency is working.

Reach

Your brand's reach is the quantity of people actually being exposed to your brand.

When your company is being mentioned on social media, how many individuals are following the original poster? Is it 50 close friends? Is it a million influencer followers?

Those numbers make a difference, and they both have actual value for you. Reaching a million potential leads is a big deal, but those 50 friends can still become business as well if they trust the original poster's review.

And if only a percentage of those exposed convert into customers, and then share their experience online too, your brand's reach grows even farther.

Being aware of your reach lets you know exactly where your brand stands in terms of your audience's interest and popularity. It's important to know just how aware the world is of your company and the value you can provide.



Engagement

There's a distinct difference between reach and engagement. Reach represents who's seen your brand. Engagement covers who's actually touched your brand in even a minimal capacity.

Tracking who engages with your content or content about your brand lets you know just how effective your awareness is.

If everyone ignores your social posts and advertisements and you're only getting minimal web traffic, then it's a pretty safe bet that either no one knows about you or no one cares.

If that's the case, it can be disheartening, **but it shouldn't be a reason to give up.**

Maybe a rebrand is necessary, or perhaps your branding isn't as consistent as it should be. Perhaps your products or services aren't meeting customer expectations or don't interest your audience.

This is all valuable information that should motivate you to find the gaps and improve them. Even if your engagement is high, there can still be a lot to learn about what's working well and how you can make it even better.

Reporting

It's important that you regularly review your numbers so that you can keep consistent reports and document your efforts.

Perform these awareness reports monthly or semi-annually, depending on your business and campaigns, in order to stay on top of any anomalies or traffic and engagement spikes. If you see a sudden change, you may not be able to identify what caused it if you only check once every year.

Speaking of every year, it's wise to perform annual brand audits. It keeps your brand healthy and provides an opportunity to make any necessary changes that your monthly reporting reveals.

Performing audits and aligning your business, social media, and content is a continuous process that should be conducted again and again. This isn't just a one time thing.

Your brand, clients, and voice can change over time. And then it may change again.

You'll need to reflect those adjustments on all platforms and keep your branding relevant and up to date. Keep living documents that adapt as you grow. Measure your consistency and keep a finger on the pulse of your audience so that you'll always be in good standing.





Conclusion

To help you be consistent in your consistency (hehe), we've developed a checklist for you that will help you keep your efforts in line with industry best practices.

[Click Here to Get the Checklist](#)

Branding works with your marketing strategies and should be ever evolving.

But your brand shouldn't follow the same rule. Your brand should be evergreen and familiar and likeable. It should be resilient and dependable and valuable.

Consistency is the key to all of that.

There's a lot of benefits to brand consistency, from getting your team unified all the way to boosting sales. And there are plenty of brands out there to prove that it works.

Don't undermine the authority that your business can have. If you're providing true value and amazing products or services, make sure that your customers can recognize you for it.

You've got all the tools before you to become a top brand.

Get started!



Need help redefining your brand?

We got you.

Chat with us and see how we can help.

[Book a Meeting](#)

[Contact Us](#)