Brand Design and Management

from: Direction Marketing and Communications

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Description

It’s all about communication Whether you’re a small business – even an individual tradesman – or a multi-national corporation, managing your brand and business identity is an absolute essential. Of course, how far you want to go with this has to be undertaken in realistic terms – and as a small business ourselves, that’s something we understand only too well. But whether it’s working with a small Italian Coffee importer or an FTSE 100 corporation, we know how to tailor a solution that meets individual needs as comprehensively and coherently as possible. While most people understand the importance of their brand, there are some who don’t; some who believe their corporate ID should cost no more than a business lunch and think we can summon up a new design in the time it takes to eat it. Thankfully there are plenty of great businesses who fully appreciate brand management, or even better, want to make sure the public perception of their business is as positive and productive as it can be. Getting behind the brand A brand is much more than a logo, an image, a name. In essence, it reflects your philosophy and ethos, the reasons you first went into business and why you’re now continually endeavouring to improve your products and services every working day. Getting your teams and staff members on board can sometimes be the hardest part, and that’s something else we can help with too – either providing the necessary tools or helping to communicate your brand values to your staf

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