



BRANDING STEP 2:

Let's think about this...

NAMING

Companies considering new brand look and voice are often at a crossroads between who they are today and who they aspire to be down the road. Or Company A bought Company B, and combining under one name (rather than being a house of brands) makes the most sense. Finding a new name can be as easy as redefining its purpose and hanging words on that concept or dreaming up an ethereal expression to match the feeling the company wants a customer to feel when engaging with the new brand. There are pluses and minuses to renaming a company. Be clear about what you stand to gain or lose as part of the branding work.

TRADEMARK GUIDANCE

Branding agencies go out of their way to deliver logos and marks that are unique. Still, company symbols have been around since 1366 (hello Stella Artois!), so it's not unheard of for unintended influence to appear on new work. While we all do due diligence, stateside companies need to use the United States Patent and Trademark Office and probably should engage a trademark attorney to ensure a smooth launch.

EXTENDING THE BRAND

How many times have you built a car and then left it in your garage? Okay, maybe that's a bad metaphor. Here's the point – once you're holding a new brand look and voice in your hot little hands, it's time to show it to the crowd. The most efficient way to do this is through a website. Companies buy swag, launch PR efforts, send out announcements to clients, or launch advertising and social media campaigns to introduce customers and the marketplace to the new brand.

INTERNAL ENGAGEMENT

Humans have a character trait called loyalty. At its best, that trait creates lifelong bonds of trust and affection. At worst, you're fixing someone's bad decisions at three in the morning. (Different resource sheet!) Brand loyalty, especially amongst long-term employees, is a double-edged sword because loyalty-influenced change is hard. That's why branding projects must include internal engagement before, during, and after a company's new look and voice reveal. Transparency and communication are vital to internal buy-in and ambassadorships.

We don't operate with a "one-size fits all" philosophy, and we don't offer solutions that won't move the needle on your business. We are a team of senior-level pros who understand the most efficient way to deliver creative solutions for your most pressing marketing problems.

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