



WHAT'S IN A NAME?

Making the decision to re-brand your business isn't an easy or simple one

There are many reasons businesses look to re-brand. From simply not liking or wanting to update their logo, to recognising that structurally, their brand isn't resonating with their audience.

Whatever the reason, it's worth taking a bit of time to think before you launch in. Afterall, you'll probably be living with the new brand for a number of years. And once you start to think about where your brand is positioned (even small businesses have websites, business cards, social channels; some businesses have bricks & mortar signage, trucks, equipment), you realise that the cost can be quite substantial.

So, it's worth getting it right. >>>

A brand is a logo, right?

Yes and no. The visual mark or reference to your business is a logo. This is the image that will represent your brand and remind people of it. But before you employ a graphic designer, it's worth considering the following before you jump in.

Your brand is also your personality. It is, to coin a rather cheesy but useful phrase, what people say about you when you are not in the room. The visual aspect needs to reflect your business personality and your business vision and purpose.



From a visual point of view, make sure your brand will work through all channels. Will it still work white out against a solid background? Will it show up in a small format like a social media icon? Will it work on trucks, pens or point of sale signage?

Finally, you need to consider colour, font, strapline and use of devices such as a lozenge or key line; all these elements need to be fixed around your new logo. Make sure you work with your designer to put together a set of brand guidelines that ensures your new logo, and visual representation of your brand, is protected from being corrupted or compromised. A set of rules that shows how the logo must look means anyone using it, from employee to printer, in formats from PowerPoint to office signage, uses it the right way.

We are: Land & Water

And this is our brand logo. It must always be used on every piece of internal and external communication and in its pure form on a white background. It must always appear in its entirety with its strapline from approved artwork files supplied by the Land & Water marketing team. When used for marketing, online or printed collateral, or PowerPoint files it may be used on dark backgrounds in its white form, or where colour reproduction is not available (for example Yellow Pages advert) in its black and white form.

When using the logo a clear space must be allowed around the logo of at least the equivalent of the height of the capital 'L' in the word LAND. It must never be used smaller than 40mm wide.

Who we are: When introducing Land & Water to clients or suppliers, the text may be used as a company description. It may not be added without the express prior permission from the Land & Water marketing team.

Introduction to Land & Water: Land & Water are award-winning inland waterway and coastal civil and environmental engineers based in the UK. Throughout our 40-year history, we have been successful in providing innovative and effective solutions to complex challenges in the specialist environment where land and water meet. Our working is complex and variable in nature, our work is always completed with sympathy for the local environment, people and the environment.

Our colours: When working with the logo, documents and presentations should make the best use of our primary colour palette. When choosing colour for text, use Land & Water Blue in preference to Land & Water Yellow for legibility. Land & Water Yellow should not be used in large areas and be avoided for highlighting such as underlines, rules and bullet points.

Land & Water Blue: C:100 M:86 Y:22 K:14 #122C81 B:12F Pantone Solid Coated 334	Land & Water Yellow: C:0 M:33 Y:65 K:0 #FDD835 B:44F Pantone Solid Coated 740P	Land & Water Grey: C:12 M:10 Y:3 K:10 #808080 B:20F Pantone Solid Coated 334 20% Tint
75% Tint 50% Tint 25% Tint	75% Tint 50% Tint 25% Tint	75% Tint 50% Tint 25% Tint

We've got to have a strapline?

Again, yes and no. It's not mandatory but it can be useful if your brand name doesn't clearly tell people what you do. If your brand is a family name, letters (like KPC!) or a descriptive or conceptual name (for example Latin or Greek names such as Athena) then your potential buyers might need some help to understand what you do.

Take our largest chain of supermarkets. Everyone knows Tesco and what they do. Their strapline, 'every little helps', tells their customers a bit more – it hints at value and a focus on prices. Waitrose on the other hand, in the same industry, use the strapline 'honest food reasonably priced', which sets them apart from Tesco with a focus on food and supplier ethics that isn't necessarily cheap.

We have a long-standing relationship with a business consultancy service, JCP. The initials stand for the originators of the business but of course, alone they mean nothing. We helped them develop a new brand that visually set them apart from a crowded business marketplace and also added the strapline, 'A better way to success', which helped potential customers to better understand the service they offer. [Full case study link can be found on our website.](#)



Original logo

If you do decide on a strapline, it is important to set some rules around it. When is it used? Is it always and only used with the logo? Or can it be separated? Does it reflect the entire business or just one aspect of it, so it is only used in conjunction with the complete organisation, not to smaller divisions?



New logo

Brand logic

This is the part that often gets forgotten or ignored.

Many businesses are made up of a series of products and services. There can be many component parts of the business that make up the whole. Part of the re-brand needs to consider if and how these different divisions link together and how they should be presented.

Most critically, the brand logic needs to be driven by what the customer expects or will understand, not by what you want them to know. Too often we are immersed in our own products and services and can make some big assumptions that our customers will find their way around our brand hierarchy and find what they need. When linking our products and services together, we need to help the customer find what they need and make their choices.

Businesses with one brand and range of sub brands within it, can rely on a simple formula. Coca cola is a simple example – a well-known brand that sells light coke for those watching their weight. Cherry coke who want some thing sweeter or fruitier, and regular coke for us traditionalists. When they introduce a new line, (eg Coke Life) the brand logic is straightforward.



Here, the same product is being sold to the same customer, just with a series of options so it makes sense to put them all together within a branded house.

Yet some brands have products or services that are not attractive to the same customer. Unilever is a great example of this. It's clear that their brands, Lynx aftershave, Pot Noodle or Walls ice-cream are not within the same category. When buying these products, customers are in a different mindset with different needs. Here the organisation relies on a house of brands approach – one company with many different business brands within it.

Both formats have pros and cons but it's worth considering the route and logic before you start. For example, a house of brands approach allows each business or product to stand alone, have its own brand and identify; the downside is that each brand probably needs its own marketing space too – e.g. a

separate website and social channels which can be costly and resource heavy.

A branded house approach brings consistency and weight, allowing each brand to benefit from one set of principles and brand promises; yet if one product or service misbehaves, the whole company can be discredited.

Making your decision

Re-branding your business is an exciting time. It's a chance to encourage all employees to have a say and feel a connection with the brand. It's a chance to go out and remind your customers of your service with a refresh or relaunch. And it's always exciting to see a new, freshened up logo appear on websites and other materials.

So, it's worth taking a bit of time to consider why the brand needs to be changed and your objectives and aims beforehand. Talk to as many people as possible, get feedback on your ideas and routes and of course, ask a professional who isn't too afraid to pose some challenging questions. Your brand is more than a logo – it has to work for you when you are not in the room. **It's important to get it right.**

KPC is a Farnham-based, award-winning marketing and communication consultancy. We have many years' experience supporting large and small brands with their brand and business refresh. Over 10 year's working with the Shell brand means we know and understand the importance of guidelines and consistency. Our work with smaller brands, both B2B and B2C, means we know that this can be personal and emotional. We help companies explore the options, fathom some logic and ultimately arrive at a new brand everyone can be proud of.



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