



**'Steps to Building a Solid  
Brand Identity'**

*Achieve the future today*



## ***Steps to Building a Solid Brand Identity***

***“Good brands build companies. Ineffective brands undermine success.”***

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Differentiation from the competition is imperative and a strong brand stands out in a densely crowded marketplace.

The Tri-Synergy re-branding process takes our client through a number of steps in which their input is essential and helps shape the new brand; we guide the client through this process and work with them to produce a brand that is the nucleus of marketing and sales activities and which results in increased brand awareness and loyalty.

### ***An effective brand identity will:***

- Be bold, memorable and appropriate
- Be immediately recognisable
- Provide a clear and consistent image of the company
- Communicate the company’s persona
- Have enduring value
- Work well across media and scale
- Work both in black and white and in colour

The best brand identities are the most effective when they help advance the company’s brand.

It is also true to say that the best way to predict the future is to create it; therefore be thorough with the branding exercise as this will represent the future of the company and the vision you have for it.

### ***6 steps to re-brand:***

The Tri-Synergy re-branding process consists of six steps:

1. Positioning of the business with positioning statements.

Positioning statements are short, concise powerful drivers in brand strategy; they summarise a promise to the customer – they also represent the company’s vision of the future and long-term possibilities.

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*“A company that is market driven focuses on the consumer; in the mind of the customer there are infinite possibilities.”*

### **Why is this important?**

In a sales campaign the focus is on the product, and the product is definite and finite. A company that is market driven focuses on the consumer; in the mind of the customer there are infinite possibilities. Marketing penetrates to the emotional level of the consumer and the company that markets has its finger on the pulse of the consumer.

### **Example: sneakers**

In the fifties, everyone had a pair of mundane, white tennis plimssoles. Then plimssoles were redesigned in the consumers mind. Sneakers or trainers, as they became known, became endowed with celebrity status and symbols of empowerment in the mid 70s. Then Nike and Reebok picked up on the increased interest in health, changed the perception and raised the price. Sneakers/trainers have brand status and everyone needs more than one pair.

### 2. Competition and industry research.

We look at what some of the key competitors are doing. The competitors we look at are decided upon after the core interview. Typically we look at:

- Who are they?
- What do their brands stand for?
- What markets/audiences do they serve?
- What advantages/strengths do they have?
- What are their modes of selling and cultivating customers?
- How do they position themselves?
- How do they characterise their customers?
- What are their key messages?
- How much market share do they hold?
- How does the competition use the brand identity to lever success?
- What do they look and feel like?

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### 3. Client’s company.

We request marketing materials currently used, including any company stationery such as business cards. We request permission to talk to a sample of staff members as an important aspect of a successful re-brand is the employee buy-in. We will also visit the client’s premises and if at all feasible talk to a few customers for their feedback.

### 4. Development of logo and logotype and tagline.

With a good understanding of the company, we then put together a number of concepts for the client to consider; as a general rule we put together 5 main concepts with a number of designs within each concept. Client input is important and we work closely with you to refine the logo, logotype and tagline.

### 5. Brand design across media.

The brand identity needs to work in:

- Colour, from full colour to two-colour and one-colour
- Colour, from Pantone through process (CMYK) through web friendly
- Various scales from small thumbnail size to a billboard
- Black and white, for fax and newspaper ad
- Positive and negative
- Electronic and print media
- New media
- Uniform standards for consistency

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*“Blending both traditional and e-marketing, Tri-Synergy focus on bringing in new customers to businesses.”*

***Production of final versions of logo, company literature, tagline and key statements.***

This stage wraps up the re-brand process through producing the final versions of the logo (in a vector format), business stationery (in a print-ready format), tagline (in a vector format) and key statements.

***Tri-Synergy Marketing and Business Development***

Blending both traditional and e-marketing, Tri-Synergy focus on bringing in new customers to businesses, attracting more revenue from existing customer bases and creating new streams of revenue for companies.

Established in 2005, Tri-Synergy are results-driven, and the benefit of operating an in-house team of marketers specialising in different areas means we can adopt a flexible approach and alter our activities quickly to stay on target, yet maintain tight control over marketing programmes.

Collectively, Tri-Synergy represents a successful and powerful ‘marketing department’ for any client to use, whether as a total outsource solution or on a project basis.

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