Why a Well-presented Brand Matters

We tend to associate brands with the big companies like Apple, Pepsi, Gucci, Microsoft, Gap, and so on. But of course, you have a brand. You know you have a brand. And it is important, right?

Right.

Your brand is the recognizable image for your company. Just as when people see the silhouette apple they think about iPhones and other Apple technology, when people see your brand they should see the products and services you represent.

Think of your brand as a human face. When you see a face, you immediately form an impression of the person. Whether that person is a woman wearing bright red lipstick, a man with a long goatee, a pimple-faced teenager, or a kid with his tongue hanging out of his mouth, your mind forms an idea of who that person is.

And just as a face is important to all human interactions, so is your brand to all interactions people have with your company. People immediately receive an impression just by how your brand is presented.

Think of the first impression someone receives of your brand as a job interview. To give a good impression, your brand must present an attractive and honest message. You don’t want a brand that is misleading by how it is dressed or by how it talks. You want it to be a window to your company and the products and services you provide.

So, what do you do to represent your brand well? Here are a few tips:

1. Think about where your brand is placed. Make sure your brand’s logo represents your company well through the collateral and promotional materials it is placed on.
2. Think about who is using your brand. Do you have a sales force or a team of representatives who are representing your brand well? Are they using approved materials to distribute information about your brand?
3. Think about how easy it for those who need it to access brand materials. How easy is it for your company’s sales team to access approved collateral and sales tools? Is it easier for them to make their own? It’s important to make sure your company’s sales tools and promotional materials are easily accessible so you don’t risk other’s distorting your carefully created brand.

Your brand is an important, hugely important, part of your company. The question is, are you representing your brand well?

Learn more about managing your brand through [ZenPrint](http://zenprint.com/).