

instinct™

Leading and inspiring all those who touch the organization
to understand, embrace and enhance the power of your brand.

Brand does not equal logo.

The most common misconception about the term 'brand' is that it is simply a company's logo. While this interpretation of brand is not correct, there are numerous reasons why this misconception has developed. A brand is what people think of you – and therefore includes everything that a company says, does and importantly how it looks.



There is no arguing we are visual beings – it is why we will often remember someone's face long before we remember their name. Sight is our most powerful sense. Building on this, presentation experts are directing us away from using unnecessary visuals in presentations – as the eyes of the audience will simply dominate the flow of information to the brain, often leaving out the more important verbal dialogue that is being communicated.

Due to the powerful nature of visual mediums, the graphics industry has been able to grab and perpetuate the notion that visual identity is what brand is all about. Often their brand pitch includes only the logo and a few supporting applications... serving their purpose well, but further fueling the 'logo is brand' perspective.

What would brand coach suggest?

It is important to understand and pay close attention to the powerful impact of the visual medium in communicating with our target audience and in leaving an imprint in their minds.

True, the logo needs special consideration as it will be used virtually everywhere, but huge dividends will be paid by establishing an overall consistent visual approach – such as Oxford Properties' – that extends across exterior and interior architecture, decorating, literature, website, dress, and beyond.

Once these visual cues have been designed to reflect the brand accurately, companies must develop brand guidelines that are readily accessible by all internal and external users to ensure consistent expression.