

SAMPLE – Brand Redesigning -Article

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Redesigning Your Brand

Most people confuse brand design with just coming up with a logo. This is far from the truth. Brand designing has a role to play in almost all the touch points that a company has with its customers or suppliers, and is critical in determining the success of a business. If you feel that your brand is unable to communicate a coherent image of your company and products to consumers, it is time to get your brand redesigned.

A good brand design governs all aspects of a company's brand identity and its communication with external parties. It includes graphics designs for marketing materials, jingles in the advertisements, the look and feel of the customer service office, the company website, and of course the logo.

Effective brand designing helps generate a positive response from the customers. However, this is not easy, because to create a successful brand identity, you need to understand several aspects of the business, like buyers' preferences, the strengths of the company, and the advantages of its offerings over the competition. This is why brand design consultants are so important when it comes to redesigning a brand.

Brand design consultants are experts in this field. Their tasks involve assessing a brand, analyzing competitors' moves, watching new market trends and considering corporate objectives behind the promotion of a brand. After this groundwork is complete, the consultants focus on their real task - creating an appealing brand identity. This task involves an assortment of activities like designing catchy ads and stylish logos; and modifying packaging design, corporate literature, and company website.

In a nutshell, it is not advisable to go for brand designing without the help of brand design consultants. Their creative excellence and technical know-how are vital to creating a powerful and successful brand.