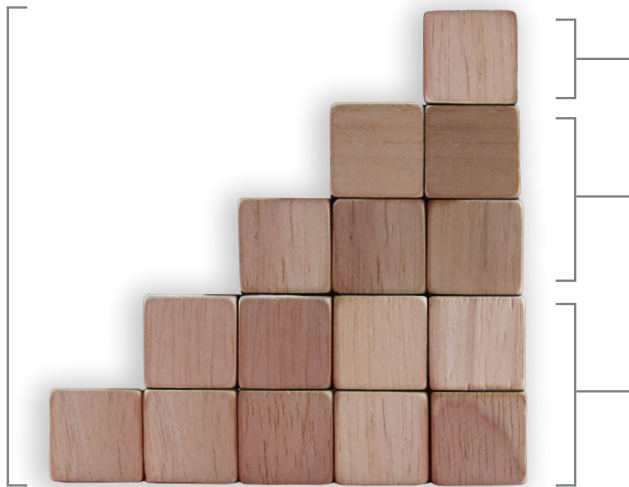




Branding 101

The differences between a Logo, an Identity & a Brand

Strategy



Logo

Identity

Brand

What's a logo?

A logo is a graphic symbol that identifies your brand. Because the logo identifies your brand, it's an incredibly important strategic tool.

Use of your logo is endless:

- print materials,
- packaging,
- social media avatar,
- website,
- POS systems,
- vehicle fleets,
- apparel merch,
- Signage & billboards,
- both Print & Digital ads

A well-designed, memorable logo provides your business with professionalism and demonstrates quality without saying a single word.

What is a Brand Identity?




Your brand identity consists of all the TANGIBLE elements that make up the look and feel of your brand and your branded materials.

- your logo (design & rules of use)
- typography (fonts)
- colours, and
- even messaging (and how you say them).

A strong brand identity leaves nothing to chance.

Have Questions?

We are here to help – call 416.788.6153 or via email at hello@think3creative.com

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What is a brand? (and why is it important)



A company's brand is EVERY sight, touchpoint, and experience that people associate with your company.

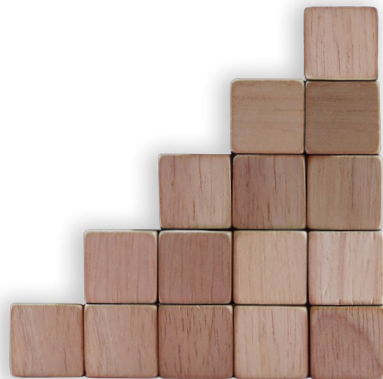
Your brand is something that develops over time, and is shaped by every experience and contact people have with your business.

Your Brand is the sum of your company's image, or reputation.

Your brand is what consumers think and feel when they see your name, logo, or packaging – the good AND the not-so-good.

That's why it's **so critically important** for business owners to focus on branding efforts from the start.

What is Think3 Creative's approach to branding? Strategy always



Your Brand is only as strong as the strategy that supports it.




Without strategy your brand is nothing but a pretty icon.

We start by assessing all 3 levels, a strong **logo**, a clear **identity** and a carefully positioned **brand** to set your business apart in the market.

We hope this has helped you know more about the ins and outs of Branding your business. If you have questions, send us an email at hello@think3creative or call 416.788.6153 – we are here to help!

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