

Ep 124: How to Set Your Brand Up for Success Today and in the Future

How to successfully implement the values you've created

- A brand needs to be more than the logo, but there is a limit to the number of tools you need.
 - You must have the fundamental strategic things we talk about including and starting with brand positioning and story.
 - When it comes to visualizing your toolkit, you need to have some supporting elements to carry the brand. And it can be light. The elements include things like supplementary colors, photography direction/treatments, patterns, textures, iconography. you do NOT need to develop all of this immediately, but you do need to have 2-3 of these in addition to your logo, font and primary color. (more than on font is also needed)
 - The importance of these elements are to add depth and variability to the brand in a controlled manner. And if you do not add these elements to the toolkit, you will have folks taking liberties with your brand that mean it will not be consistent. Once this starts, it is really hard to get it back under control.
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- The verbal components of a brand are just as important as the visual ones, but admittedly harder to tackle.
- The vehicles that work best for your brand should inform which tools you create, but also be flexible to change.
- As the brand matures, the brand components need to expand and grow, but should not be reinvented each time.
 - This is not design by committee but does require buy-in from the start. In order

