HOW TO BRAND YOUR COMPANY

You know that proper branding is important, but how do you make it happen? What does a properly branded company need?

WHY DOES YOUR COMPANY NEED A BRAND IDENTITY?

1. It identifies all the elements of your company as being yours (your staff, your website, etc.)
2. It helps with advertising exposure
3. It gives you a more professional look and helps people to trust you

WHAT DO YOU NEED TO CONSIDER?

- Your logo
- Your color scheme
- Your font
- Your voice

WHERE DO YOU USE YOUR BRANDING?

- Everywhere!
- Website
- Staff clothing
- Social media
- Office
- Paper documents (receipts, brochures, itineraries, etc.)
- Vehicles

CEDAR CITY
CHAMBER OF COMMERCE
Founded in 1915

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