

Vital Creative International, Inc.
White Paper

Developing Iconic Brand Identities – Why Blend In? Blend Out!



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Tanika Vital, Managing Director and Founder of [Vital Creative International](#), a Marketing and Language Translation Company shares riveting perspectives on developing Iconic Brands that will create exponential value for your business.

Most companies, regardless of size want to generate high brand awareness, brand recall and ultimately have brand loyal customers. When customers are brand loyal, products and services are inelastic because customers will pay for them regardless of cost. All brands should have the 3Ps, Presence (awareness), Personality (soul and essence) and Promise (ability to deliver on product/service).

[Iconic Brands](#)

Iconic brands are irreplaceable, unforgettable and timeless and take a 'non-conformist approach' in delivering a brand promise to its target market. Strong iconic brands like Coca-Cola, Google and Disney have a great influence on customer choice. Moreover, the presentation of your corporate identity is reflective of how others perceive the quality of your brand.

[Brand Identity](#)

There are three distinct aspects of a brand identity:

- (1) Logotype/Lettermark: text or abbreviated text
- (2) Icon: symbol/brandmark
- (3) Tagline/Slogan

Logos should be clean, crisp and easily identifiable. Logo colors should be chosen to reflect the true essence of the company brand. Icons or symbols represent the face of the brand and should complement the company name. The tagline/slogan is your brand's voice and should appropriately project the brand's tone through all communication channels.

A basic brand identity kit includes a logo, tagline, business cards, letterhead and envelopes. Marketing professionals that have a strategic global focus and understand the importance of achieving "one voice harmony" through integrated marketing communications should work synergistically with you to create your company's identity.

[Brand Placement](#)

There are many channels (places) for your brand to be promoted and these channels should be strategically selected. Consider placement of your brand analogous to attending a red carpet event like the Oscars. If you attend the Oscars, you would most likely wear an original ensemble that would showcase your attributes

at your very best with matching accessories. The case is the same with brand placement--- your brand identity kit, website, email communication, PowerPoint presentations, company promotional items and signage should be unique, have high quality and exude the presence, personality and promise of your brand. Your attire at events, company headshots and communication style have a noticeable impact on your company's brand image.

[Rebranding](#)

If your current brand needs an update, consider rebranding. In many cases, branding is an afterthought with small businesses, so rebranding might be a viable option if your current brand needs an update. On average, companies spent \$7.4 million in rebranding in 2006 according to Interbrand's "2007 Brand Marketers Report." Rebranding can involve refreshing existing creative or repositioning the brand altogether. Keep in mind that rebranding should be thorough, but not occur frequently.

Products are made and can be copied, but fortunately iconic brands are unique and timeless. Most importantly, building a strong iconic brand identity can greatly stimulate growth and boost your bottom line. So **blend out!** by developing and maintaining an iconic brand for your business.