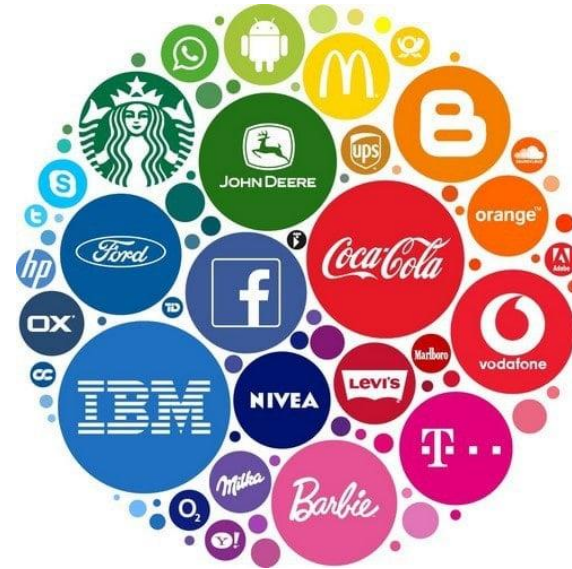




BRANDING IS NOT A LOGO



IS AN IDENTITY

The brand is the foundation of a company and the logo is the visual shortcut to the trademark of the brand. Is the visual voice that represents its competitive advantages and the company's position within the market



Branding is the process of giving a meaning to a specific organization, company, products or services by creating and shaping a **brand** in consumers' minds.

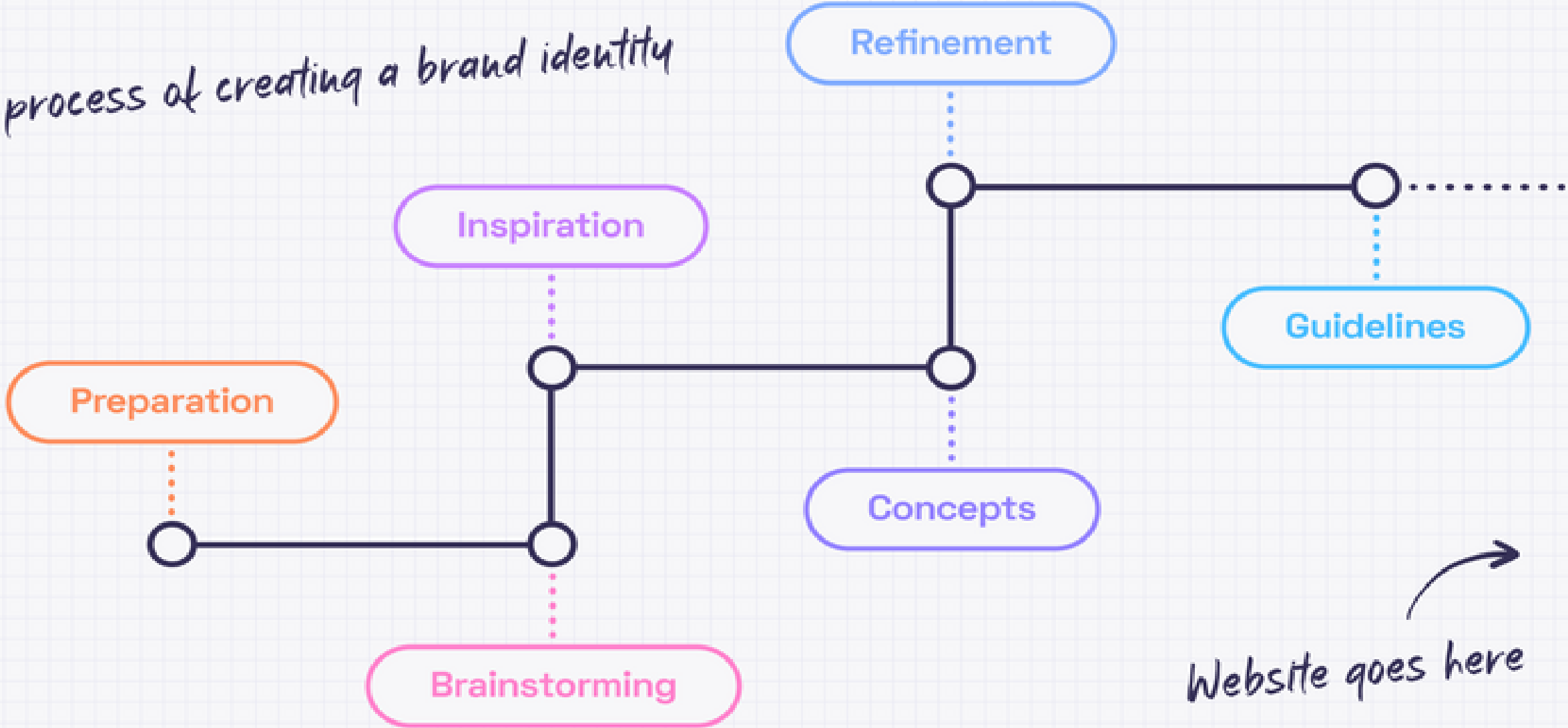
Corporate identity or branding actually refers to the overall image of a business / corporation / start up, in the minds of its audiences: customers, its own employees, partners, competition, etc. The concept of branding can be applied also with political parties, politicians, singers, towns, villages, even countries.

Brand is a name, term, sign, Symbol, or design, or a combination of Them, intended to identify the goods Or services of one seller or group And to differentiate them from those of competitors

The text is displayed on a tablet screen. To the right of the text is a graphic of a lightbulb where the glass part is filled with various colorful icons representing different aspects of branding and business, such as a globe, a laptop, a speech bubble, a star, and a document.

FINDING OUR BRAND - HOW DO WE START

The process of creating a brand identity



BRAINSTORMING – RESEARCH - INNOVATION - NEW IDEAS - CHANGES - EVOLUTION



Why business identity is important?

Your company needs to be recognizable and stand out from the rest. Corporate Brand identity allows your brand to speak with a unique and consistent voice. In time, you begin to grow in people's minds and you start creating a particular impression in them. In a world completely flooded by advertising, this is extremely important!



BENEFITS OF A SUCCESSFUL CORPORATE BRANDING



**BETTER
HUMAN
RESOURCES**



**RISE IN
PORTFOLIO
VALUE**



**IMPROVES
BUSINESS
FUNCTIONS**



**SALES
GROWTH**



**BETTER
MARKETING**

BASIC ELEMENTS OF BRANDING



BASIC ELEMENTS OF BRANDING

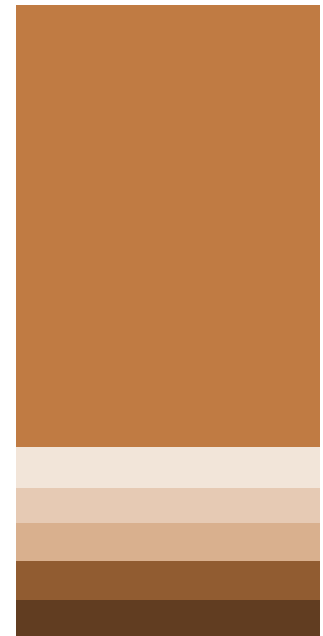
1 – Logotype / Color Palette It's one of the most iconic things about your brand. It's hard to allocate specific meanings to logos, so growing into people's minds (and hearts) usually requires time and a solid experience to back it up. The colour spectrum is infinite, and therefore each of your colours need to be coded to be replicated over time and media. Colour is a powerful tool, so it's crucial that you are consistent in its use. Colour has a deep impact on a wide range of industries, especially when it comes to branding and marketing.

2 - Typography/Brochures: A font can be so iconic that some brands actually rely on them as their sole logo. Typography is a great way of achieving distinction, especially in printed materials (brochures, cards, banners) and in internet (website, apps).

3 - Quality & Credibility: Overall quality, passion, consistency, credibility, competitiveness, leadership, are characteristics of a successful brand.

4 - Vision / Marketing: A continuous marketing and advertising plan are very necessary because everything changes and evolves, even in branding.

Aa



Branding ADVANTAGES

1

CUSTOMER RECOGNITION

Recognition for a brand is a huge advantage. Consumers pick up the products/services which they trust in rather than trying out new brands. Through branding, customer recognition of the products is established.

2

CUSTOMER LOYALTY

Repeat purchase! Once a customer is loyal to the brand, he/she repeats buying the product from the same brand rather than trying out new brands.

3

BRAND EQUITY

Brand equity is the premium that can be applied for the product. When the brand establishes a superior quality or service then a premium price can be charged for the products.

4

CREDIBILITY

Credibility is the trust that is created. Once credibility is established, then the consumer has no second opinion before purchasing the product. This also helps retailers stock your products.

5

CONSISTENCY

Once the branding "set" is complete, the company can then focus on the other aspects of the product. Consistency also helps customers recognize the brand.

6

ATTRACTS TALENT

Good Branding does not help the customer alone. When a brand is established, it also boosts the employee morale and productivity. Established brands attract talent.

A good brand name should be unique/distinctive (for instance - Kodak, Mustang). It should be extendable. It should be easy to pronounce, identified and memorized.

Branding your business will save you money and time in the long run

Established branding gives you a clear strategy for moving forward and will make it easier to introduce new products or services

EXAMPLES OF BRANDS





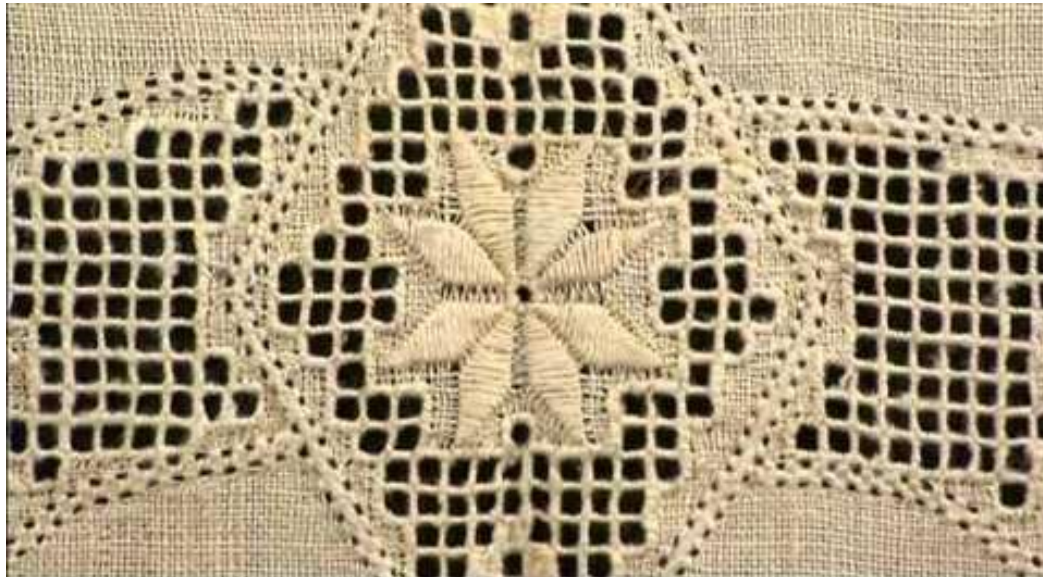


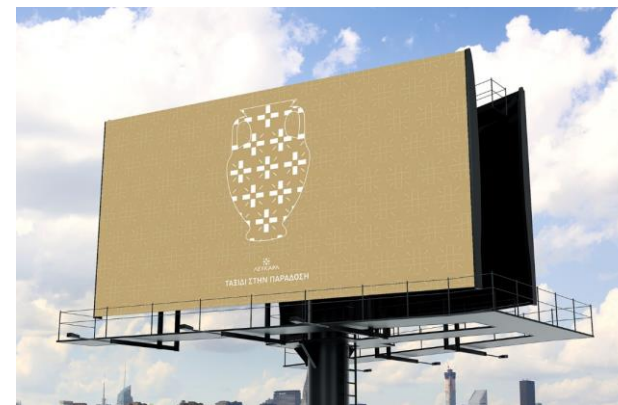






LEFKARA VILLAGE BRANDING







THE BIG SECRET OF SUCCESSFUL BRANDING



EVERYTHING AND EVERYBODY

Thank You!
Giannos Kouzarides