Part 2
Social Media
Brand

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Introduction
Into Brand

Brief

In this part of the project, I will be explaining brand in greater depth and why it is so important to have a consistent brand throughout all of your social media platforms. I will also give examples of what is good branding and what is bad branding and where it needs to be improved.

What is branding?

Branding referring to companies and organisations (and even individuals) is explained by Doctor Martin to be not about a logo, as this is only a symbol. Instead, a brand is more like a result of something, it is the things that make you memorable for your clients and customers. Branding is more like a reputation, what people think of you and how they respond to that. Marty says that branding is a "customer's gut feeling about a product, service or company."

Everyone in the company will affect the brand

Hence it is important for everyone in your company or organisation to know your values and brand and how they can stay consistent representations not just in their work but on social media as well. You can do this by setting up Brand Guidelines, which I have spoken about on the next page.

Sub-brands

This is when you create a secondary brand within your own branding, and this can result in many different ways. For example, Grayce's primary brand is focused on us as a whole. Our Berry and Grape colours represent us as a whole in general. Whereas our secondary colours like our blues/oranges for example can represent sections within Grayce like our initiatives and training programmes.

Grayce Brand

Resources

SharePoint Page

A resource that we provide for our employees is 'The Brand' page of our shared SharePoint, where we share a number of different resources and guides for their benefit. This includes:

- Colours
- Fonts
- Slide templates
- How to use Canva
- Email signatures
- LinkedIn Banner
- Brand asset page
  - Icons
  - Backgrounds
  - Banners
  - Lozenges (our shapes)
  - Other Templates
  - Logos

We also have a document that includes how your tone of voice should sound when you write, this includes documents, brochures, social posts, PowerPoints etc.

We want to be perceived as friendly and honest, an organisation that values its employees and clients.

The Grayce Logo

To download the logo and for more logo variations, please see the document library/Grayce Logos at the bottom of the page.

The Brand Guidelines

Here is the latest version of the Grayce Brand guidelines. We advise that you check it out before creating any content. Read about our values, purpose and how we use colour, shape and imagery to create a vibrant, cohesive, professional brand, that represents our fantastic team.
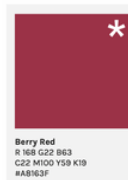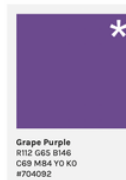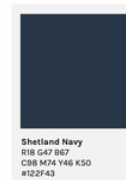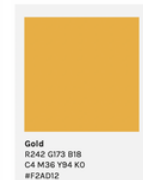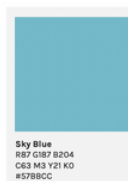

Berry Red R 168 G22 B63 C22 M100 Y59 K19 #A8163F	Grape Purple R112 G65 B146 C69 M84 Y0 K0 #7040B2	Shetland Navy R18 G47 B67 C98 M74 Y46 K50 #122F43	Gold R242 G173 B18 C4 M36 Y94 K0 #F2AD12
Sky Blue R87 G187 B204 C63 M3 Y21 K0 #57BBCC	Grapefruit Orange R224 G80 B75 C6 Y80 M66 K0 #E0504B	Mint Green R30 G167 B155 C76 M8 Y46 K0 #1EA79B	Cool Grey R168 G167 B168 C36 M29 Y28 K7 #A8A7A8
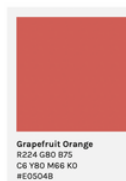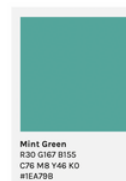
Grayce Brand
Sub-brands

Our Sub-brands

As explained in the introduction, sub-brands are still within your brand. some of the benefits of using this in your company architecture are:
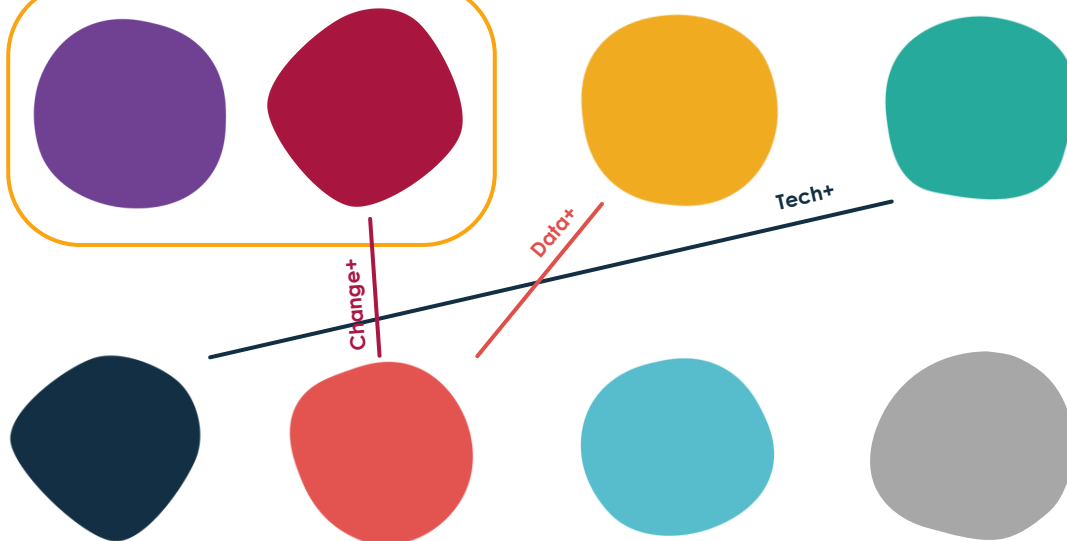
You can target the needs of specific customer segments

- Can significantly reduce marketing costs
- Clarify positioning and messaging
- Facilitates growth and bolsters stakeholder confidence
- Expand brand awareness
- Builds and protects brand equity
- Diversifies a brand model

Our colours

Our brand colours are something that we use every day. Whether it's for font colours, creating graphics for social media to even making videos. It's something we need to take into account every time because it's one way we can stay visually recognised.

Primary Colours

Change+

Data+

Tech+

CSR
Corporate Social Responsibility

Wellness

EveryOneEmpowered

Sustainability

Social Committee
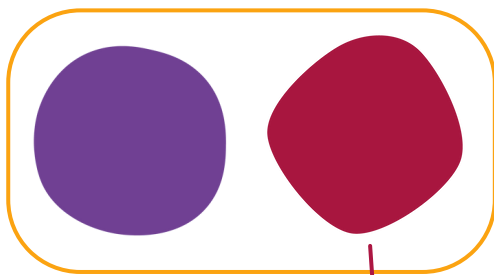
Perosnal Brand
Website

Creating My Own Brand

When I first started out, I had a very clear vision of what I wanted my brand to be and the style that I would showcase that would not only be memorable but also showcase my personality.

The three main colours that I chose to represent my personal branding are navy, gold and warm grey. These colours come off as elegant, professional, friendly and calming. I also use a combination of shapes, my buttons and title fonts are sharp and stand out against my icon and picture styles which are much smoother and easier on the eyes.

For my logo, I wanted something that not just represents my role, but is also simplistic and to the point. I went with a light bulb, as my role mainly focuses on generating ideas for graphics the screw at the top symbolises bringing order to design. And because I use a combination of sharp and rounded shapes, it's a nice nod to that too.
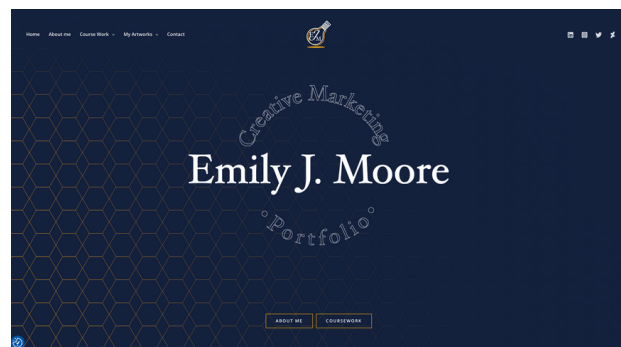
My Website

A Strong Brand
Positioning

What makes a strong brand?

As part of sharing on social media and creating a strong cohesive brand, your products and services need to be able to stand out from the crowd. Aka, your competitors. Make sure that what you provide has clear benefits, something that has a substantial impact on your customers and clients' lives. Also building an emotional connection with your audience will help your image and how people will perceive you as a company.

Something to remember though, that building a brand and maintaining it is not just for the Marketing Team, as it is will be used throughout the entire company as the whole company of individuals will be the living brand.

Brand Positioning

Kotler once said that "the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market". This hammers home the point that a company creates an image for their audience and how people view your business is your brand. Brand positioning is about positioning your brand in the minds of your customers, and what value it brings to them. It is also how you are different from your competitors. So a brand positioning strategy involves creating brand associations in customers' minds to make them perceive the brand in a specific way.

Why it is important:

By a company shaping customer/client preferences, brand positioning strategies are directly linked to:

- Consumer loyalty
- Consumer-based brand equity
- A willingness to purchase the brand (links to brand loyalty)

Effective brand positioning can be referred to as the extent to which a brand is perceived as favourable/different and credible in consumers' minds.

A Strong Brand

How to find powerful brand positioning

You will need to:

- Create a unique positioning for the brand
- What the customer/clients want
- What are the company's and brand's capabilities are
- How each competitor is positioning their brand
- Deciding upon a statement
  - Will resonate with your consumers
  - Can be delivered by your company (capabilities)
  - Different from your competitors

Examples:

McDonald's

Their brand positioning: commitment to delivering consistent, high-quality food with a memorable dining experience. They are associated with fast, convenient service with iconic menu items like the Big Mac, Chicken McNuggets, and the Quarter Pounder. They are very much showing themselves as bright and fun for all of the family. Modern + Urban. Invested in their ordering service, pride themselves in being as convenient as possible.

Tesla:

Their brand positioning statement hones in on two core values for the company: sustainability and people. The company is a customer-centric brand with a strong focus on its audience: "We're building a world powered by solar energy, running on batteries, and transported by electric vehicles.

A Strong Brand
Architecture

What it is

Brand architecture is the organisational structure that puts the company's collection of sub-brands and products into a hierarchy. An effective brand architecture will include integrated systems of different names, symbols, colours, and visual vocabulary informed directly by the consumer's thought process. So at Grayce for example, we have the three programmes that act as a 'sub-brand' as we have designated prices, brand colours and analysts with experience and training in that area.

This hierarchy can act on a smaller scale like at Grayce, or at a much larger scale like how Unilever owns Persil, Dove and Ben&Jerry's.

3 Types

Masterbrand/Branded House
- Parentbrand with sub-brands
- Same Main name but have different functions e.g
  - Gmail
  - GA4

Individual/ House
- Parent brand is in the background
  - Buys up sibsideiaries
- Smaller brands are often not associated with the parent

Endoresosed
- Don't necessarily have anything to do with one another
- Can have different brand identities
- Pays much more attention to companies than the house of brands
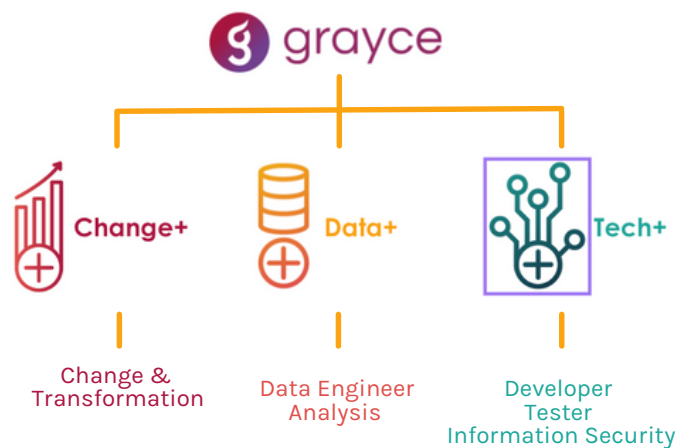
Here is another example of the different versions of brand architecture. You can learn more here.

A Bad Brand
Positioning

What makes a bad brand?

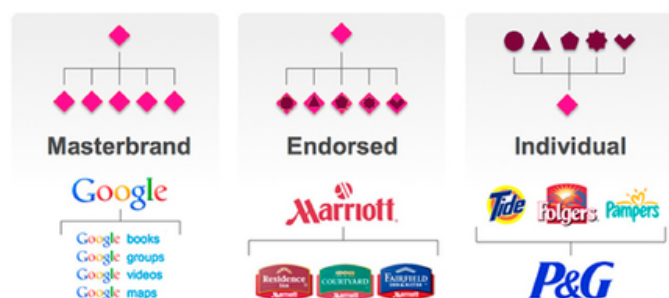Now that we have covered what a good brand is, what is a bad brand? We can take everything that we have learnt about what makes a good brand (consistency, values, mission, uniqueness) and turn it on its head. By not making your brand consistent both visually and in written forms, you can create confusion on who you are as a brand and we get significantly less brand awareness and advocacy.

Not having an effective brand positioning and strategy can also hinder your growth. If you don't know what you promise, what and who your audience is, how are you supposed to speak to them?

Something that numerous brands overlook is their chosen colour palettes. Although it may look good and even interesting at first, choosing the wrong colour combinations can make reading and digesting information harder for people like me with dyslexia and/or Irlens syndrome.

I have to mention a couple of our competitors for falling for this trap, Sparta Global, and Accenture, although I love their choice of colours, failed the colour contrast checker by Coolor.co.of our competitors for falling for this trap, Sparta Global, although I love their choice of colours, failed the colour contrast checker by Coolor.co.

Accenture

"Our goal is to create 360° Value for all our stakeholders—our clients, people, shareholders, partners and communities. This goal reflects our growth strategy, our purpose, our core values and our culture of shared success."

Julie Sweet
Chair & CEO

🐦 → Twitter → LinkedIn

Sparta Global

3000
Spartans trained

31%
Women

Tone of Voice
Guidlines

What is Tone of Voice?

The tone of voice is a part of every business and guidelines will often be set. They are essentially how employees should talk to customers online, and even guidance on talking to them in person. In a way, it is part of your brand, how others will perceive your company. It is about a certain way of speaking, for example, do you want to come off as strictly professional, or are you friendly and approachable?

It is important that your business has its own set of guidelines for everyone to follow so that you remain constant across your platforms. It is a step in humanising yo your br, creating a personality that is memorable

Here are some things to remember when creating your brand tone of voice:

The tone of voice may differ slightly in certain situations

Brand Personality
Sophisticated
Excited
Competent

CTA's
Use active language eg. Secure, like, subscribe, join
Think about which works best for your brand tone of voice

Brand Voice:
Your brands values and perspective

Don't be a copy + paste of your competitors!

Stay consitant across your platforms!

Remember your audience and what they come to you to solve

Colourful, or to the point?

What do you want your brand to be known for?

Twitter
AKA. X

The Big Re-Brand

If you have been online for the past few months, you probably heard about Elon Musk's new big 'rebrand' of Twitter, showing his love for the single letter of the alphabet across all of his different brands. This is his attempt to turn X into an 'everything app', to host a wide range of things like e-commerce and banking.

Risky Move

Is this what the people wanted? I'd have to side with no, and the backlash has been universal, with many moving platforms to the likes of Threads. Musk has rebranded because it is a change in management and a change in how the app will work.

And of course, people are going to be mad about it, change for the most part comes unwelcome to the majority. He wanted to transform it into a super app, but people were happy with how it was, so why not create a new app? My suspicion is that he wants to use the 'brand' of Twitter, meaning its promise of security to its users to his own advantage.

If he were to create a new app, he would be starting from square one, but now he has automatic consistent users. What he did not consider, is how many people would migrate away from the platform, in fact, it is reported that since the rebrand, it has lost about 13% of active users, and the loss of $2 billion in ad revenue.

And with the big layoff of employees, it is not looking like a smooth start for X.

From a design perspective, the new logo is not optically balanced, as the thin line going through the thick line causes inbalance and is essentially an optical illusion. And in my opinion, the X logo and rebrand is uninspired.

VS

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