

# top tips

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## Often overlooked brand elements 5 things to consider

When it comes to launching your new brand image there are lots of things to consider. There are several elements that are often overlooked. To have the best functioning brand be sure to consider these elements:

### 1 | A set image style

A brand is much more than just a logo image. All your marketing material must feel consistent and recognisable. The best brands are recognisable even without the logo being present on their marketing. A key element of this is your corporate imagery. Know your photography/illustration style and stick to it. This set style should consider content, colour, composition and frequency.

### 2 | Type that works everywhere

Having a corporate font and set type guidelines is a very common practice. However, not everyone is considering the practicality of their type choices before launch. For example, not all fonts are licensed for use on websites, or might be very expensive to purchase so you can use them on your business computers when writing letters. Take this into consideration when finalising your brand.

### 3 | A ready stocked library

To successfully launch your brand you will need a full library ready. You should have a package of logo versions and any additional brand elements ready to go. You should have a set photography/illustration style for your brand so be sure to have a library of images in this style ready for use. This stock should be enough to last a bit!

### 4 | A consistent visual flow

As part of the visual language of your brand you need to know where everything should sit on a page. Ask yourself where should your logo be positioned in a document. Does your logo look best top right, bottom left etc? Is this visual language being used consistently across all your material?

### 5 | There's no such thing as a soft launch

When you're launching your new brand you need to be fully ready to go. Many people try to drip feed a rebrand, using up print stock they have left from the old brand etc. This can be very damaging to your brand image. Rebranding is exciting, so commit to it and go all in. A soft launch is just weak and confusing.

**If you're considering refreshing your brand we are happy to chat with you! We understand branding and are here to help.**