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7 key elements for a brand identity that works

01
Know who you are

Before even thinking about any form of design element, it should be clear **who** the brand is. Simply put, you need **brand strategy** before starting to design your brand identity, otherwise you would be just drawing and guessing. So here are some questions you should know the answer to without even thinking about it:

• What are your Vision and Mission?

• What are the brand's values?

• What is the brand personality? What's the tone of voice?

• What is the brand's unique positioning, in the customers' minds?

• What is the audience I'm talking to?

These are only some of the critical questions you should know how to answer to. The point is that you should have the **fundamentals** in place before doing any marketing or design. Branding is the fundamentals of a good marketing.

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02
Unique

I like to define branding as the art of **differentiation**. Branding should represent and elevate what makes you different. Your brand's uniqueness is what your customers love, and it's **why they choose you** over competitors. They see the uniqueness, they resonate and they become attracted to your brand. Stand out from your competitors.

03
Memorable

It's hard to know when you created a memorable brand, only time will tell. Making abrand memorable means two things at the same time. On one hand your brand should be **simple** enough to stick people's head very quickly. On the other hand, your brand should be **interesting** enough that it won't be forgotten or seen as boring.

04
Flexible

It's crucial for your brand identity to be flexible enough to **adapt** to the new technologie and to the new possible applications. Is your logo flexible enough to be used in the Metaverse?

Try not to make something so complex and rigid that it won't be able to scale upwards or downwards as needed.

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05
Cohesive

This is an essential trait of a well crafted brand identity. Your audience should be able to **recognise** your brand only by seeing its graphic elements (typography, colours, patterns...). Your branding elements should both work **by themselves** and **as a whole**.

Also, branding elements should be **easily adaptable** to any application, by even the least non-technical people. Is your brand identity easily usable as a whole by salespeople, marketing people, and managers? Guidelines and training also play a big role here.

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06
Appropriate

Are your brand identity and logo appropriate **to the market** the brand is in? If you're in the legal space, your brand's look and feel should probably not be like CocaCola's or McDonald's.

Still, don't be like everyone else. **Stand out** enough without losing sight of the market you're in.

07
Timeless

This refers mostly to your brand's logo. The best logos are the ones that **do not follow trends**. Timeless logos are the ones that were good in the 60s and are still good to this day. It's not magic. There is a precise set of graphic and communication **principles** to follow when designing a logo. Some examples are IMB, Apple, McDonald's.

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