

Branding mistakes to avoid:

- **Inconsistency.**

You have spent so much time developing your logo, your tagline, and the perfect colors that it should be displayed and showcased in the same manner across all your materials. From the brochures to letterheads and website to advertisements, the look of your company should remain the same through all mediums.

- **Lack of branding personality.**

Your brand comes to life in so many different ways, but really the only human touch is the interactions your clients have with you and your employees. Your employees should be fully aware of the brand, the tagline, what it stands for, and they should be able to market your business at any time.

- **Don't forget your current clients.**

When you are starting a company or trying to find your niche, every owner wants to keep their business growing and adding more clients. But don't forget your existing clients who already stand behind you and believe in your brand. They know you deliver what you promised. So when it comes your product and service, ask them for their opinion, get their feedback and in turn they will spread the word.

- **Stagnant materials.**

Fight the urge to create an enormous amount of brochures and printouts. I know it is difficult to hold back once you create the perfect take-away and you want to get the best bang for the buck. There is nothing worse than having materials that get old and you spent most of your marketing budget printing the first round. It is best to do small orders that you can update often.

- **Offering services beyond your capabilities.**

Sometimes companies excelled in one product that they believed they could bring the same results expanding their services. In theory, this would be great, but the results are not always that successful. It is best to stick to your core service and really build a company that is reliable.

These are just some of the common branding mistakes I have seen over the years. I think the most important thing to remember is to work with your company identity and know that building a brand is an ongoing process. There is always room to grow. I think being truthful in your marketing and not over promising on what you deliver will be a solid foundation to a successful brand. To learn more, ask Tanaka Graphics about our 30-minute free brand assessment and end the year with a bang!