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The Inside-Out of Branding by CreativePUNDITS

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Back in the days of early civilization the priciest possession of a household used to be their cattle. They could ill-afford to lose them to some scheming neighbor because all the members of the cattle family looked exactly the same. So one fine day farmer John Doe took a hot iron rod a stamped a logo design on each of his cattle, hence branding was born.

A lot has changed since then or maybe not, cattle has been replaced by the products that the companies manufacture these days and they far outnumber the cattle in the world these days. So it's a challenge for modern marketers to make your product be conspicuous from all the company logos, website logo designs and all the business icons that clutter every inch of advertising real-estate on and off the web and can be only done by having a unique and meaningful business identity.

The three absolutes for a branding strategy to be successful can be summarized as:

1. The branding material (company logo designs, website design etc) should explicitly state the vision and mission the organization. It should give the consumer a clear idea of what specific benefit they will get, if they buy this product.

2. The identity should be unique and should avoid geographic or product specific references. The business identity should be so unique that looking at it should lead the consumers mind straight to your product or service. For example the mind of a consumer directly jumps to iPhone or Steve jobs on seeing even a real apple.

3. The brand identity should be consistent and must be a symbol of long term commitment to excellence and quality. The business logo design or any other branding material should have a familiar feel and strike the right chords within the consumer radiating confidence and trustworthiness of the company.

The modern era is a time of visibility and it has been greatly enhanced by the arrival of marketing on the virtual world. The website design of a company can be a difference in making the company getting the competitive edge over the competition because internet is fast becoming a medium for comparison of different brands and is heavily influencing the decision making of the consumers and their perceptions about a brand. A unique logo design can help in creating recollection in the mind of the consumers and an innovative and interactive web design can enhance the credibility of a company on technological front.

Branding has helped one of our primal instincts to differentiate one thing from another and it is essential for the modern human's need for helping him make a decision from the enormous number of choices available to him. So if a modern company wants the consumer to pick their product out of the similar looking cattle herd you better stamp your logo in it and logo better be unique and commanding otherwise if some other john doe branded their cattle the same you will lose your sleep!!!

For queries relating to business logo design and web design agency, get in touch with www.creativepundits.com.

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