

Brands, The Facts.

Is it a logo? A photo? Or even a photo library? Maybe it's a colour palette...
A brand is and does much, much more than that.

What is a brand?

Your brand is in the public eye where ever you are. Be it in press advertising, on your website, vehicle livery or radio advertising.

Let's start with dispelling one of the most common misconceptions: A brand is not just a logo. Your logo is a powerful visual tool that summarises and plants ideas about your business in people's minds.

A brand identity is built from elements such as your logo, strapline, fonts, colour palettes, photography and/or illustration.

Working at an even deeper level than the afore mentioned checklist, a brand goes on to infect almost every level of your organisation. It encompasses the user 'experience' of your product or service. If the experience does not live up to this, you may get people through the door but you may not make a sale, or see them again next time.

A brand is also the tone of voice of your communications, whether that's informative, friendly, relaxed, urgent or a bit cheeky. This creates a personality that sets you apart and above from your competition – like one of Beethoven's Concerto's or a bit of Razor Light if you're that way inclined. Careful application of copy with your colour palette, fonts, well positioned logo, images, call to action and company accreditations all deliver you to the ever critical and inquisitive public eye.

Why is it important?

A brand identity is all about creating a favourable impression of your company. Together all of the elements create a tangible and coherent representation of your brand 'personality' – the life, body and soul of your organisation.

A good brand not only creates stand out, it also sells a lifestyle. Consumers now crave an emotional link with products, each having their own meaning. And this is conveyed to their piers through branding.

Brands also add value to a business and increase customer loyalty if you are in a fast moving sector and/or have no strong points of difference from your competitors.

In an age where people trust their brands perhaps more than government officials, it is crucial to ensure that yours is speaking to the right people in the right manner. You only have to look at the success of the iPod in comparison to the swathes of similar products, many cheaper and better, to understand this.

Our role.

At Uba Studio we take a practical approach to branding before the creativity is unleashed.

We start out with a general overview of your company or product. Finding out about the user experience, what makes you unique and how we can use this to create stand out. Part of this involves assessing your current standing in the market place as well as looking at your competition and addressing how we can position your brand strategically. We also look at both your core and potential customer base and identify what they like and don't like, where they shop, what they read, the list goes on...

Once we have all the information in place we take a purely creative stance. We come back with brands that perform on a functional and emotional level, and innovative ways to market to your audience. Working in a variety of media and press, we bring everything to a professional, concise whole.

Our work speaks for itself. If you would like to meet and review some of our current success stories please give us a call. We're always here to brainstorm and help.

Get in touch.

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