



## PODCAST TRANSCRIPT

**Episode 018, with Emma Veiga-Malta**

### **5 Elements A Killer Brand Needs**

#### **Introduction**

This is going to be a great episode because it's going to get really to the core of the five key things that you need to create a killer brand for your business. Let's dive in.

#### **The first element in building a killer brand: you a reason for it to exist.**

Your brand has a job to do and ultimately, at the core of it, your business exists to attract clients, customers and an audience. That's why you're in business and that is the job your branding has to do; attract those people and convert them. It has to incite an emotion, and a create a call to action.

Your brand's reason to exist underpins the core of what you do. You want to build a strategic brand that takes into consideration the following things:

- 1) who you are and why you do what you do.
- 2) your brand story, and your message.
- 3) your mission, values and your big picture goals.
- 4) your X Factor. What sets you and your business, apart from the crowd?

Now there's a really great quote by Steve Jobs: The most powerful person in the world is the storyteller.

So true. Through telling stories in your brand, you can uncover your mission, your values, your big picture goals. You can paint a picture to connect with your ideal clients, your customers and your audience. Storytelling is absolutely crucial when building a brand.

#### **The second element is design that attracts your ideal client.**

The biggest mistake you can make when branding your business is ignoring your clients. Your business brand is not about you and what you like personally.

Let that sink in.

The business brand is not about you and what you like personally. Yes of course we want it to connect with you, you want to be proud of it. It may have essence of some of



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your personality in there, but it's not about you. It's not a vanity brand; it's a strategic business brand.

You must appeal to the sensibilities of your client and tap into their world. How do you do that?

Step back and look at the bigger picture. Who is your client before they work with you, or before they buy from you, what are their struggles, their aspirations, their desires? Look at your competitive marketplace, and your competitive landscape. Who else will they be looking at before making the decision to buy from you? What else, what other choices do they have? You need to know who else is out there.

You can't create your brand in a vacuum because it that makes it a vanity brand. You risk it becoming a beauty contest and totally ignoring why your brand exists in the first place.

Also look at their aesthetic world. Step back from your business, your industry, and look at where else they shop. What else do they buy? Where else do they go? What activities do they enjoy? What are their visual expectations? So what else are they buying? Do they buy high end when they go shopping? Do they enjoy fine dining or are they more like a Subway, fast food customer?

Understand their psychographics, as much as their demographics, and then start building a brand around that.

### **Number 3 in creating your killer brand is a solid set of brand assets.**

So, what I mean by a brand assets? It's all visual things that go into making your brand identifiable; your brand's identity design should include the following things. Obviously, your logo. Then typography and fonts - aim to have a header font, a tagline font, a quote font and a legible body text font .

Colour palette: no more than three to five colours. You could possibly add a metallic or sort of a neutral if you wanted to. Consider a palette that creates your own signature colour profile. Think of Tiffany's blue. We see that colour and we instantly associate it with Tiffany.

How about creating a signature pattern or texture? When your logo isn't visible, people can recognise it as your business. The Burberry plaid is instantly recognisable as Burberry's.

You also need quite a big folder of icons and illustrations. These are useful images that can be instantly recognised as belonging to your brand. Try, TRY not to buy stock icons or illustrations, from marketplaces where another designer has created a set of illustrations, because everybody has access to buy that. And THAT is not creating a killer brand! It might make a nice brand, but it certainly isn't a killer brand when other people have exactly the same icons and illustrations that you have!

Now don't forget, if it's relevant to you, sound and smell. That is something else you



can build into your brand assets,

Photography styles: a very specific photography style will instantly lead people to recognise your brand. You can even do your own brand stock photography, so that you don't need to buy stock photographs. You can actually create them during a photo shoot with your photographer: not just for you, your headshots and pictures of you, but it can also be stock images for use in your marketing materials.

Consider the layout of your graphics, because a strong brand has a layout, and a code of visuals that is repeated, and that people can associate with your brand. Make sure your all your graphics and materials follow a specific, brand-centric layout.

This is a great quote from Marty Neumeier, who is the godfather of branding. He's written so many fantastic books, and his quote is:

“Branding is the process of connecting good strategy with good creativity.”

That's what I do when I work with my clients. I really bring good strategy together with not simply good creativity but *great* creativity! :)

#### **Number 4 is visual consistency:**

The fourth elements to creating a killer brand is visual consistency. You've got to be recognisable remembered and consistent. Your brand equity is created when you're visually consistent. You might be boring yourself to tears with always doing the same colours, the same fonts, the same layout the same icons, blah blah blah, but that's only because you are immersed in your brand and your business every day. So it's very easy for you to think that it might be overkill, but your ideal client might only come into contact with your brand every now and then.

And therefore you need that visual consistency and you start building brand equity,

Map out a customer journey of all your touch points from discovering you to purchasing from you. What are your key touch points? Make sure you know what's in your ecosystem so it can be visually consistent. Your ecosystem is your website, social media, your retail or office space, any mainstream media advertising, your email newsletters, or surveys. Every touchpoint makes up your brand ecosystem.

If you're visually consistent in those you'll successfully ram home your brand identity and that's going to build massive equity for you.

Ensure you've got a Brand Style Guide, to give to all your team members to make sure that they are visually consistent with your brand. I've seen it too often with my clients, before they've come to me, they've had a basic brand and then they employed a VA, an editor, another graphic designer, and they bring on a third-party supplier; slowly those people bring on their own ideas.

“I'll just change this colour or just add this image, or I'll just put this photograph in.”



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And suddenly you've got a Frankenstein of a brand! And that's not going to help with your visual consistency. You're also going to tear your hair out, seeing how many variations other people come up with if you don't have a brand style guide. Now the other thing that you should do is just do that has to make journeys to double check that you haven't left an old logo somewhere.

All it takes is for someone to click a link and it sends them to somewhere that's just visually unrecognisable. I've done it myself; I think:

“Am I actually on the same website? Is this the same person or business?”

And that's a friction point you want to avoid, and branding can help you avoid that if you're visually consistent.

Another Steve Jobs, quote:

“Design is not just what it looks and feels like design is how it works.”

Design has a job to do.

### **Number 5 element to creating a killer brand is getting a professional designer on board:**

And no, this is not a sneaky promo for my own business!! But honestly having your brand designed professionally by a designer who understands business is crucial.

During the early start up stage of your business, when you might be finding your feet & your first clients, having a DIY brand is perfectly fine. But once you get past that stage, you really do need to engage someone professional, because I'm guessing that design isn't your zone of genius, it isn't in your wheelhouse!

Yes you might enjoy exploring Pinterest and dabbling with Canva. You may even have excellent taste when it comes to design, but that does not make you the expert or the designer. Frankly, your genius lies elsewhere, which is your business, and you need to be spending time on that, and capitalising on your revenue generating activities and then hiring everything else out.

So, choose your designer based on their ability to design strategically. Like I said, it's not a vanity brand you want to be designing. You need a brand that does its job. Look at their design aesthetic, make sure you understand and like their particular style because not all designers can create all styles. You might have something in mind, or you might not click with a certain designer's portfolio and that's totally fine.

Finally, hop on a chat with them. A good designer will invite you on a telephone call or a Zoom call. It's like an interview for both of you to see how you make each other feel when you're talking together. That is absolutely crucial that you've got that connection, because you will be working side by side for a few months while you're getting your brand built.



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So, I hope that has helped you understand the five elements you need to create a killer brand.

And don't forget that: *Good design is good for business.*

Until next time,  
Emma Veiga-Malta