

Brand Identity: **Does your brand align with who you are?**

A CONCLUSIVE BRANDING GUIDE
FOR LEADERS IN SUSTAINABILITY



Brand Identity: Does your brand align with who you are?

A thoughtful branding process helps define and optimise your brand positioning and build a reputation in your niche field. Beyond a logo and tagline, your brand encompasses tangibles and intangibles—how your brand is communicated, what reps or partners say, customers' emotional connection and a cohesive whole. Follow these steps to ensure your brand is aligned with who you are.



Define Your Brand

What are the values and beliefs of your brand? What's the WHY of your business? Very few organisations know why they do what they do. WHY is not about making money. That's a result. As a leader in sustainability it is essential that you begin your branding with the purpose, cause or belief of what you do and build your brand and messaging from it. What's the very reason your business exists?

Identify Your USPs

What separates your offering from your competitors'? What are the obvious benefits of choosing your business? Try to avoid any fluff when talking about your USPs and be honest and specific.

Know Your Target Audience

Who do you want to reach with your business and services? How and where can you reach them?
Define who your customers are and what their personas look like. What sort of problems are they experiencing?
How knowledgeable are they in your area of expertise? Why do they need you and your service?

Brainstorm a Name

Naming is probably one of the most exciting parts of branding, yet so many people get it wrong. When naming your business, brainstorm and don't settle for the first best name. Does your name align with what you do? Is it easy to pronounce? Is the website domain available? Is it trademarked? Does it narrow down future expansions?

Create Your Brand Story

A great brand story is succinct and tells the narrative of your brand, including where you've come from and where you are going. A great brand story must be true, authentic, and honest. It cannot be made up or derived; consumers sniff out inauthenticity in a heartbeat and will punish you for it. How do you tell people what you do and why you do it?



Find Your Voice

As a leader in sustainability, it is important to recognise that some people that you approach won't have the same knowledge as you. When communicating with prospects and clients it is therefore important to be informative without being too technical. Your niche is interesting so your content should be as well. What tone do you use to connect with your target audience?

Design Your Look

The look of your brand makes or breaks people's first impressions of your business. When deciding on a look make sure to do your research. Look into the psychological effects of different colours and create a mood board of your competitors and their logos. Thereafter you can ask yourself, how do you want to represent yourself visually? Does your aesthetic communicate your story and values?



Be Consistent

The look, feel and voice of your brand should shine through your branding no matter where a customer approaches you. Is your branding consistent across all of your platforms? Create a brand guidelines document and establish internal rules where everyone needs to follow them. What is your messaging tone? What are your colours? What fonts should you use? How can the logo be used? What sort of imagery do you use?

Brands doing good should be better understood. Are you ready to embark on a new social media journey?

Planet Marketing is an ethical marketing agency with a desire and dedication to drive brands that are offering innovative environmental solutions amidst our climate crisis. We have a proven track record of developing, planning, and implementing social media marketing strategies. We help you make the changes you need to become a better business.



Planet Marketing

Raven House
29 Linkfield Lane
Redhill, Surrey
RH1 1SS

e: enquiries@planetmarketing.co.uk

w: planetmarketing.co.uk