

Branding Consistency vs. Company Value: Essential Guidelines for Marketing Teams

Branding consistency goes beyond aesthetics; it plays a vital role in influencing a company's market value. While visual appeal matters, a strong and consistent brand shapes customer perception, builds loyalty, and drives sales - key factors that enhance a company's overall worth. Well-managed brands are perceived as dependable and stable, instilling confidence and resulting in higher valuations.

Equally important is maintaining the legal integrity of brand elements, such as logos. Alterations can weaken these protections, exposing the brand to legal risks and diminishing its value.

Essentials for Marketing Teams Handling Corporate Branding:

1. Treat Brand Identity as a Critical Asset

- Do: Adhere strictly to brand standards. Consistent branding builds trust and enhances value.
- Don't: Avoid making branding decisions based on personal taste. Brand consistency is crucial for legal protection and market recognition.

2. Follow Brand Guidelines, Especially Logos

- Do: Always follow brand guidelines, including logos, colours, typography, and messaging. Use logos exactly as specified.
- Don't: Don't deviate from guidelines. Even minor changes can dilute brand identity and legal protection.

3. Use Approved Typography

- Do: Stick to approved fonts and styles to reinforce the brand's voice and maintain a cohesive look.
- Don't: Avoid mixing fonts or using unapproved styles. Inconsistent typography weakens the brand's professionalism.

4. Implement Centralised Approval Processes

- Do: Establish review processes to ensure all content meets brand standards before release.
- Don't: Never bypass approvals. Skipping checks can result in damaging inconsistencies.

5. Conduct Regular Brand Audits

- Do: Regularly review your brand visuals to ensure they align with brand standards and promptly correct any inconsistencies.
- Don't: Don't overlook regular reviews. Ongoing checks are vital to uphold your brand's integrity.

6. Emphasise Legal Protection of Brand Elements

- Do: Recognise your logo and other elements as legally protected trademarks. Consistent use safeguards legal rights.
- Don't: Never alter trademarked elements without authorisation; it risks legal vulnerabilities and weakens protection.