



Make yourself Memorable

Consistency is key!

When you are ready to begin marketing your business, it is critical to create some guidelines for representing your company consistently. Some of the largest companies owe much of their success to this very concept. They've gotten so good at "branding" themselves, that you can recognize them by simply a color, font, or an image.

You may want to start by brainstorming who you are as a company, what value you can offer that your competition can't, and how, as people, you are to work with. Focus on your service offerings, expertise, company culture, and what makes you different from your competition. This creative process comes full-circle when you start to assign feelings and colors to the words you come up with. Through this, your brand is born.

After you've established your brand is when your "Style Guide" comes in to play. A style guide is set of guidelines for logo representation, usage, colors, and fonts. These elements provide an identity for your business; to enable the public to more easily recognize you, while helping you stand out from your competition. Consistency is key, which is why creating a Style Guide that includes the following:

- Logo Guidelines
- Color Palette
- Graphics
- Fonts
- Messaging
- E-mail Signature

and enforcing its use throughout all departments; is one of the first things you need to do when marketing your business.

Representing your company with a consistent brand and strong message gives an aura of professionalism that will help you stand out from your competition and will stay in the minds of your audience.