

Service Roundtable Presents



BUILDING



YOUR BRAND & IDENTITY





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TELL YOUR COMPANY'S STORY

Building your identity goes beyond the visual element of a well-designed logo. Your brand is not just your business card, it's the entire experience you provide to your customer. Connecting emotionally with your audience communicates your values and establishes trust and credibility. But where do you begin?

71%

OF INDIVIDUALS POLLED SAW SMALL BUSINESSES AS A "POSITIVE INFLUENCE" AND VIEWED THEM MORE FAVORABLY THAN MOST INSTITUTIONS, INCLUDING RELIGIOUS ORGANIZATIONS.

- 2010 PEW FOUNDATION SURVEY

WHO ARE YOUR CUSTOMERS?

Review the product you offer and consider your targeted service area. What are the demographics of the areas you cover or would like to cover? Websites such as movoto.com/demographics and quickfacts.census.gov offer demographic and statistic lookups by location, presented in a variety of formats such as charts, graphs, and lists. Are there lots of single parents in a particular part of town? Is there a neighborhood you frequently pass where units look in desperate need of replacement but the average income is fairly low? Begin building personas in your mind of your target customers. These will become important in future marketing efforts.



WHAT ARE YOUR VALUES?

Value encompasses what you do, not what you charge. How do the services that you provide satisfy a need for your customers? Do they keep their family comfortable or safe? Do they make daily life a little less stressful? Maybe you're the strong, reliable presence in their neighborhood that's always looking out for them - the perfect neighbor, a helping hand, a service superhero. Do you value fairness, high quality, professionalism? What makes your service stand out?



MAKE IT YOUR MISSION

You feel strongly about your business. It's not just your job, it's your calling. Focus that passion into a succinct mission statement that encompasses your company's goals and communicates its intent. Remember that your mission statement is not your tagline. Think about the things that motivate you - what gets you up each morning? What do you believe in? Introduce the mission statement to everyone in the company. Put it on a poster on your office door. Include it in the new employee hiring packet. Get it printed on the backs of your shirts. The best mission statements are clear and concise (1-2 sentences will do).

"WE PROMISE TO SERVE OUR CUSTOMERS, OUR COMPANY, AND OUR COMMUNITY THROUGH EXCEPTIONAL SERVICE, PROFESSIONALISM, AND RESPECT IN EVERYTHING WE DO."

COME UP WITH A TAGLINE

A great way to communicate your values is via a tagline or slogan. Don't stress if you have a hard time with this — it's tough and you don't need to do it alone. Instead, get with your team and begin brainstorming. List all the words or phrases that you can think of that describe your business. Reliable, trustworthy, professional, knowledgeable, best in town. Make it a week-long exercise where everyone can get involved by putting their ideas on a whiteboard in the office or even submitting them via email (for employees out in the field). At the end of the week, pull it all together, then pick the best ideas and initiate a vote. Involve your employees, your family, your friends. Make them aware of the brand you're building. They will walk away feeling like they're a crucial part of a team.



THE VISUAL ELEMENTS

You've got a mission statement, a tagline, and your employees feel engaged and involved. Next stop: A logo. "But wait!" You say. "I'm no designer - where am I supposed to get a logo?" The good news is that a great logo is not out of reach, even if you're on a budget. Service Roundtable offers a full service graphics department through our Service Nation Alliance program, ready to assist you in every aspect of branding from logos to business cards to custom equipment nameplates.



Another possible option is logotournament.com a website where you can post a request for a logo, a reward amount for the winning design, and wait as designs are submitted. You get to choose the winning submission, but be aware that you cannot ask for revisions or additional pieces with the design.

If you're taking on the task of designing your logo yourself, keep a few things in mind: 1) Less is more. Try not to cram too many elements into your design and avoid outdated or blurry clip art. 2) Be aware that clip art or fonts found online may be copyright protected. Make sure you look into the fine print to see if the images are available to use for commercial purposes (or if they can be purchased for use). If you're not sure, it's better to keep looking. For a plethora of font choices that are all approved for commercial use, fontquirrel.com is a great source. 3) If you're going for color, pick two that complement one another, designating one color as your primary and another as your secondary.

CONTRIBUTE TO THE COMMUNITY

Sometimes what you do is much more important than what you say. What does your business do to make a difference? Align your goals and mission with positive causes throughout your community. Doing this not only gets your name out there but helps the community flourish and prosper. Charity events are a great way to get to know your customers. One member's company has done walkathons to raise awareness for breast cancer, handing out water bottles with their company's label on them to thirsty participants. Another member's company donated a cooling system to a church that had gone without one for several years. It may seem like a costly move, but the pay-off is positive and long-lasting.



BE CONSISTENT

Now that you have your mission, tagline, and other elements of your brand prepared, remember to keep them consistent in all of your interactions with your audience. Repeat your tagline in all your direct mail pieces. Come up with a promotion unique to your company and run it every couple of months. Consider the strength of your brand when communicating with customers. Promotions are an opportunity to reinforce your brand mission. A strong and consistent marketing campaign will reinforce your company's voice and maintain awareness.