



Authentic Branding



Authentic branding refers to a customer's belief that a company is genuine about their products/services and brand values.

An authentic brand is one that decides to be transparent and consistent in its messaging and branding initiatives. It has business values it remains true to, and most essentially, it is honest.



Does your brand deliver on its promises?



Does your brand stick to its own ethos?



Does your brand have clear messaging?



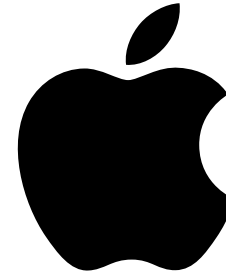
Does your brand deliver on quality?

Authenticity is paramount in building a cohesive brand strategy. Now that everyone has a voice which can be projected to the world via social media and the internet, this can be to the customer's advantage, whether it is owned or anonymous, nothing can be hidden.

More often than not if a brand is considered to be untrustworthy, customers will seek the service and product elsewhere.

Trusted Brands in Australia

These are just some of the most trusted brands for Australians, can you recognise these brands and if so, can you think of the reasons why you might trust them?



Do any of these factors come into your mind?

Consistency
Quality
Reliable
Brand image



Creating a Brand

Creating a brand is much more than a logo. Your brand is made of different components that you want to project to your audience.

In order to start creating your brand you need to

- Research and know your audience.
- Pick your focus and brand personality.
- Choose your business name.
- Does your business have a slogan either internally (for staff) or externally for your audience?
- Choose the look of your brand (colours, font, logo). Make sure this reflects your brand personality and messaging.
- Apply it across all of your touch points.



If you are stuck on where to start creating your brand, you can use this colour chart to begin. By choosing either a colour or personality trait from the chart below you can find the colour that resonates with your messaging best.



BUILDING DIGITAL CONFIDENCE



Colour Brand Creation

From here find a colour that resonates with you and your brand, you can then go online to a colour palette generator.

For example

www.colors.com

www.canva.com

www.colormind.io

Some of these will ask you to upload an image that they can draw colour from, others might ask you for a hex code (which is the unique identifying code linked to a particular colour) or they might ask you to draw inspiration from one of the thousands of examples they have online already.

Once you have your colour palette you can move forward with logo design or give your colour palette to a logo designer.



Fonts

Fonts work much the same way as generating a colour palette, at the risk of spending hours online deciding which font is best suited there are some websites that can create fonts, everything from cool to quirky.

www.canva.com

www.lingojam.com

www.fontgenerator.org

Don't forget consistency is the key!

