

Back to basics:

# Achieving the ultimate brand image

Your brand image reinforces the identity of your product in the eyes of current and potential clients. Great B2B marketing starts with impeccable branding – here's what you need to do:

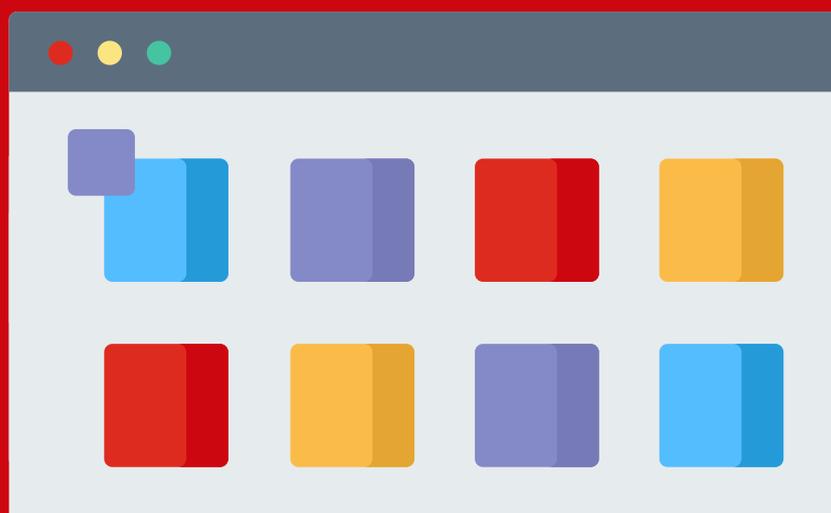
## Create a POWERFUL message

Before anything else, you need to know your brand message. What do you want people to think of when they encounter your brand, and why does your product exist? It's best to keep it short, simple and sweet.



## Design a memorable logo

There's no doubt, a logo can make or break a brand. Whatever you choose, ensure it's easy to remember, and doesn't look too similar to anything enormously well known. Get creative, but keep it relevant.



## Keep a consistent colour palette

80% of our mind's responses are to what we see, so colour and look is very important, but so is consistency. Choose five or six colours that suit your brand, then ensure everything you create and share follows this primary pallet.

## Display a recognisable font

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The way text looks is just as important as what it says, and though we may not know it, we can recognize brands easily by font alone. So choose a simple, easy-to-read font and stick to it!



## WHY NOT TRY

selecting a neutral, darker colour for your palette, to support large bodies of text on your website or in content assets.



## Use an excited tone of voice

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The way you speak to your audience is crucial to brand image. Ask yourself – if I could sum up my business in three adjectives, what would they be? Professional, reliable, fun, refreshing? Use these three words to frame how your brand speaks.

Remember, whatever decisions you make in creating a brand image, make sure you love every single element; sharing a brand you passionately love is easy, proactively sharing a brand you don't believe in is impossible.

Why not discover how **Lead Forensics** can revolutionize your B2B lead generation? Our software has the ability to identify anonymous business website visitors, track their journeys across your site and provide contact details for key decision makers. Evolve your search for new business opportunities.

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**GET STARTED**