



5 Things Every Successful Brand Needs

01 CLARITY

Defining your what. What do you do? What do you want to be known for? What sets you apart from the competition? What is your clients most basic problem that you have the solution for?

02 COHESION

Do all of your brand elements looks the same? Are you using consistent logos, fonts and colors on all brand touchpoints? List any areas that could use improvement.

03 CONSISTENCY

Consistency builds trust with your audience. Too many fonts, colors, etc. looks messy, chaotic and will cause overwhelm. Having branding guidelines and using templates will help ensure consistency. This will add credibility and help you be remembered.

04 CONNECTION

Establish your why. Consider what your audience needs and wants, and then identify how you can meet those needs and wants. How do they feel when they interact with your brand?

“Branding is what other people say about you when you're not in the room.

- Jeff Bezos, Founder and CEO of Amazon.com

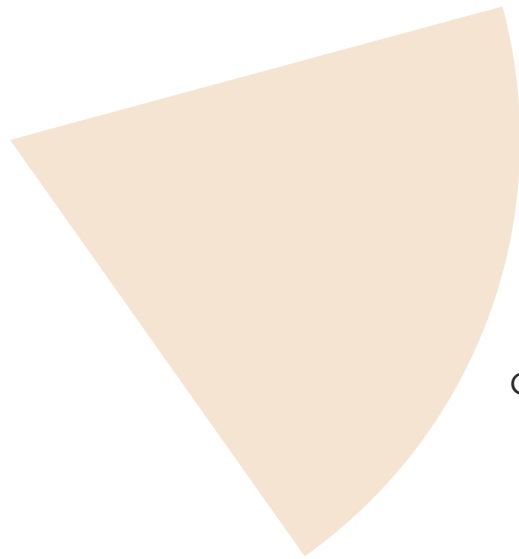
05 CREATIVE DIRECTION

Do your visuals portray the right message? Are you being seen as a professional? Are your values and visuals aligned across all platforms? What would you be doing if nothing was standing in your way?

What makes up a successful brand?

CREATIVE
DIRECTION

CLARITY



CONNECTION

COHESION

CONSISTENCY



Hi, I'm Cindy!

I believe a thoughtfully created brand should have a positive impact on your clients.

I'm a branding expert, web designer and lover of all things fashion.

When I am not busy designing, you can usually find me with a glass of prosecco in hand, socializing with friends or travelling somewhere warm and tropical.

WANT TO LEARN MORE?

Follow along!

Cindy

cindy albanese creative