

# Brand identity essay example

[Business](#), [Company](#)



## **Creating a Brand Identity**

In creating a brand identity, the company I work for has designed a logo that incorporates the colors and major themes that associates with the company. The logo is included in every package for the products that are manufactured in the company. It is also used in all forms of communications between the company and stakeholders. It is usual to find the company logo on letter heads, brochures, banners, company vehicles and even in social media platforms used by the company. It becomes quite easy to identify the company and anything associated with it through its distinct logo.

The company also has a business name that is printed in all its products. This name has been patented to ensure that no other company adopts it. It is conspicuously placed on all products such that when used together with the logo, it leaves no doubt in the mind of the consumer on the source of the product. It also facilitates easier identity of the company's products even from far (Knapp, 2008).

However, the company is not fully utilizing the benefits of technology to enhance its brand identity. They have not designed a proper website. This is because the website does not incorporate the company logo hence most customers get disillusioned as they cannot fully recognize whether this is the genuine company website or not. It leads to distractions of most of the online customers especially those attempting to use it for the first time. Some of the customers get disoriented due having poor perceptions about the company. There are also some company affiliates that fail to use the proper color mixes to design the company logo. It would be essential for the company to consider central designing and production of these logos.

## **Reference**

Knapp, D. (2008). The Brand Promise. New York. McGraw-Hill.