



Why brand guardianship matters more than ever

As the challenges and complexities of business grow, **your brand must work harder.** One way to assure this is brand guardianship.

This **Brand Remedy** gives you ideas to make your brand work harder for you.

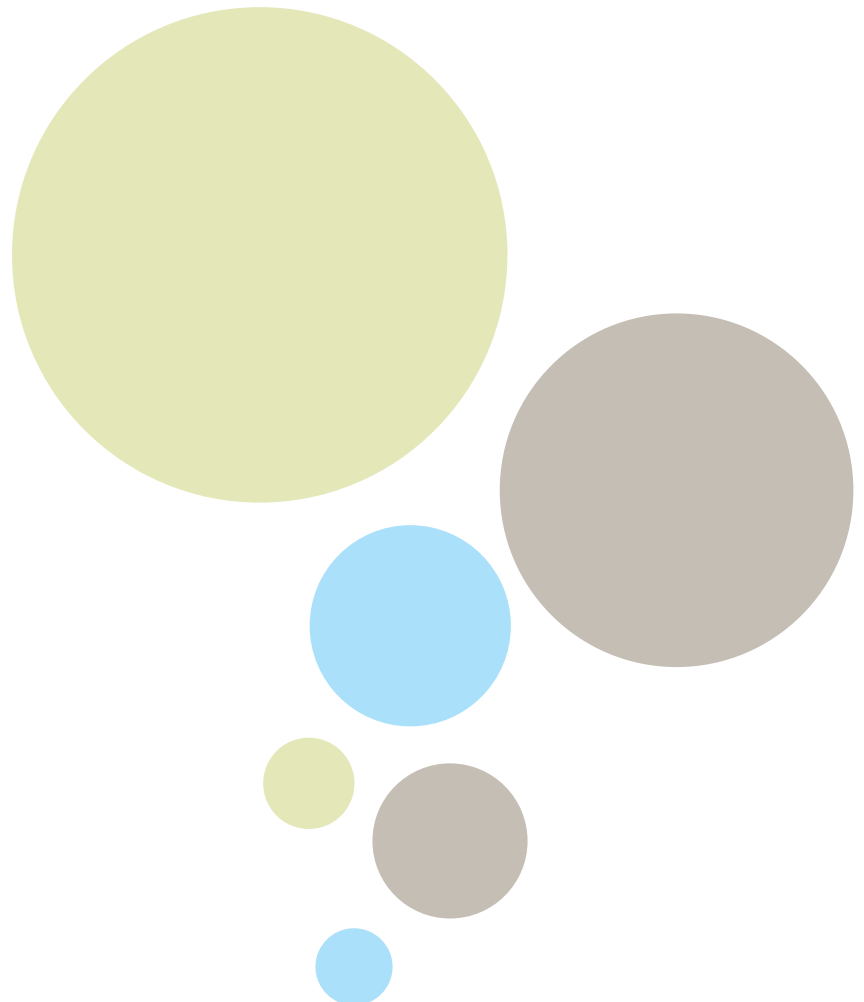
Part of the **Brand Remedies** series, a set of guides produced to help our clients communicate their brands more effectively.

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“There is little doubt that **the most successful brands** historically have communicated and **delivered a high level of consistency.**”

DDB, Brand consistency redefined

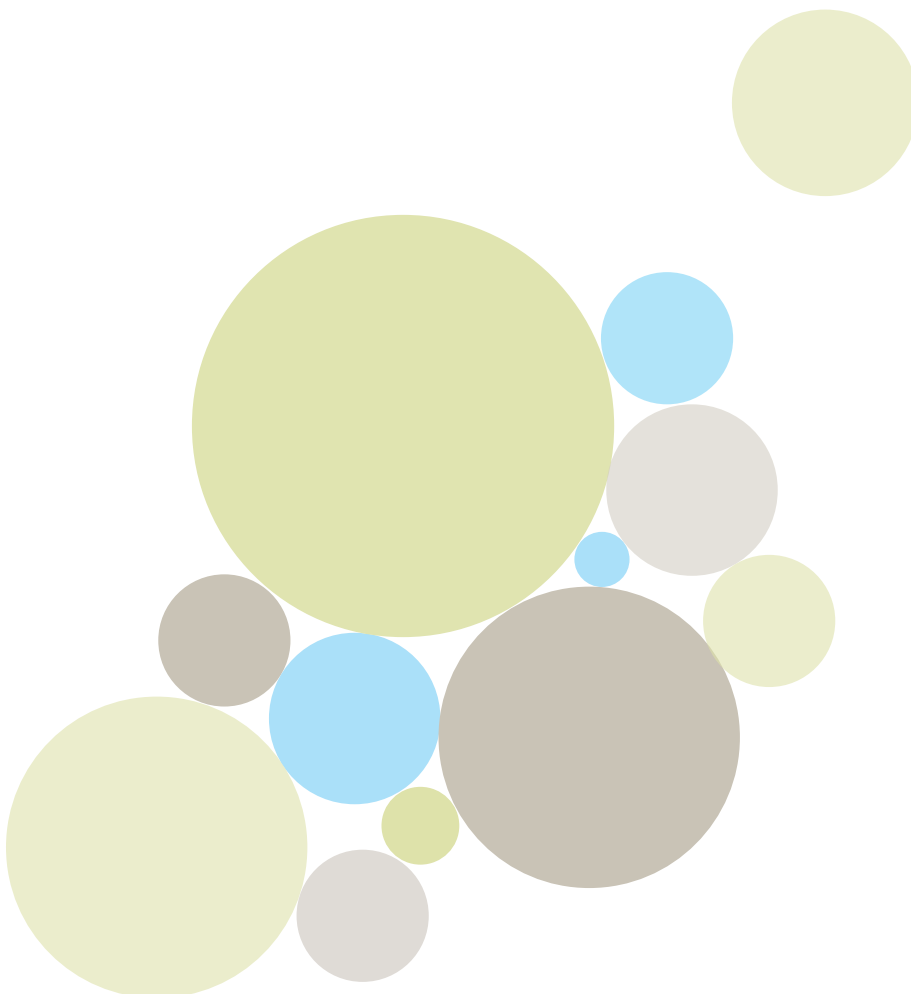
What is Brand Guardianship?

Brand guardianship is a key component of brand management, a combination of discipline and creativity that keeps your brand strong and healthy.

The discipline of brand guardianship is ensuring that your visual brand is consistently applied, everywhere.

Considering the financial investment organisations make in brand, we see numerous examples of ill-considered brand application – both online and offline. If you’ve invested in the development of your brand, why erode its value through inappropriate use?

Creatively, the challenge is to design appropriate and innovative ways to deploy the brand that will work within brand guidelines and communicate effectively. It is important to understand that branding a webcast will require a different approach to branding a brochure.





“Anyone can enforce guidelines but only truly strategic and **creative professionals drive evolution and innovation**”

DDB, Brand consistency redefined

What it's not

If lack of consistency can damage a brand, so does a 'one size fits all' approach – especially in a world where new (digital) spaces proliferate. Don't simply stick to your brand rules without thought or consideration – there's a real danger that a rigid approach will have a negative effect – hindering development and stifling creativity.

In new environments, you have to be able to apply the brand in a creative, sensitive and considered way. Your guidelines can't always anticipate new challenges – they are there to guide, not dictate – so allow your brand to grow and evolve and keep it relevant – just like your business offering.





“A strong brand identity requires consistency.”

Branding:
the power of market identity

Why it matters

Reinforce brand value & trust

Successful brands require consistency. Consistency means people see your brand positioned as strongly as possible, every time. Your organisation looks professional, you communicate your brand values, you engage with your audience, and this builds trust.

Save time & money

When you have clear rules for your brand, you're not starting from scratch each time and there is less risk of damaging the brand by misapplication. Investing in brand guardianship saves time and money and protects your investment in the brand.

Proliferation of applications

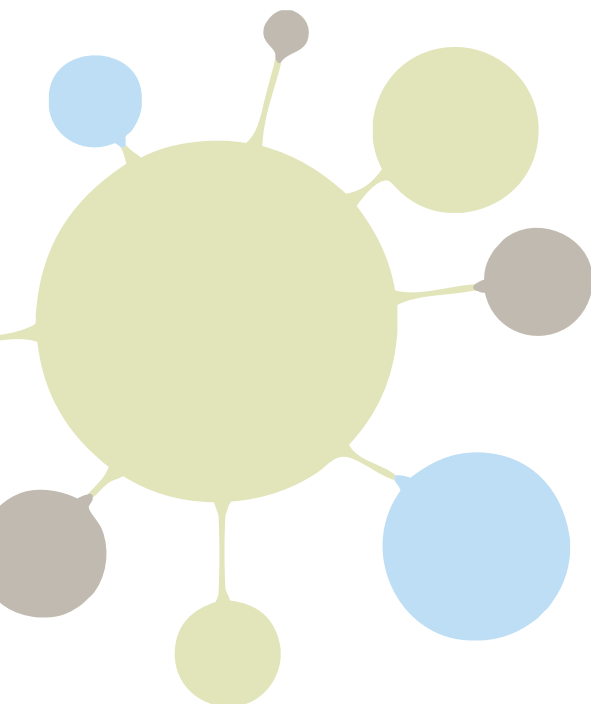
Gone are the days when a brand might simply appear on a business card or a brochure. The growth of places and digital spaces means effective brand guardianship is more important than ever, ensuring your brand is applied consistently and appropriately wherever it appears.

Make the brand work harder

In difficult economic times, the appetite for a rebrand is never strong, so you may have to make the best of what you have. Yet you're competing harder than ever to impress clients and win business. Pitches have to be more impressive, your presentational skills sharper.

Good brand management takes what you have and makes sure it works better. The brand works harder and is applied sensitively and effectively. Put simply:

- A stronger brand will help you compete better.
- The more you put into protecting your brand, the better it will serve your organisation.





“Investing in your brand, being your own best brand champion, or [hiring a brand champion should be a strategic imperative.](#)”

Forbes

Key tools

There are a number of ways of securing brand guardianship. Here are three key ones:

1. Review the Guidelines

Do you have brand guidelines? If not, then having some rules to protect the visual brand is essential. If you do have them, check them.

- Are they up-to-date?
- Are they useful and relevant?
- Do people understand them?
- Do you understand them?

2. Visual brand audit

Regularly review all your marketing materials.

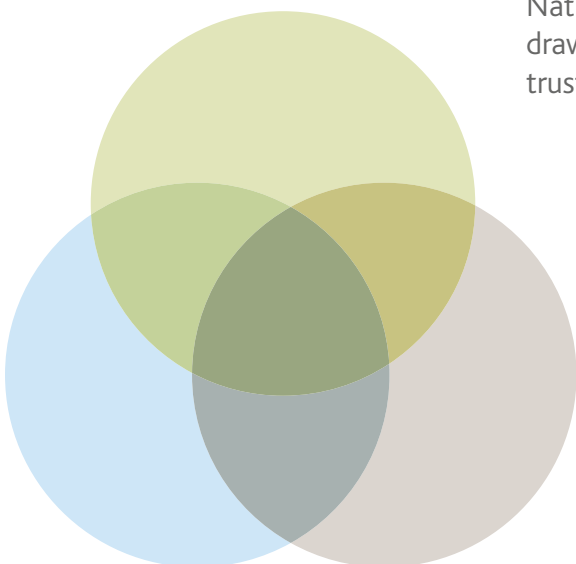
- Are they really as coherent as you think?
- Do they follow the brand guidelines?
- What improvements can be made?
- Are your competitors doing things better?

3. Brand champions

Appoint people within your organisation to monitor the brand's performance on a regular basis.

- Review their findings at regular brand clinics.
- Share best practice.
- Involve your design agency

Naturally, your design agency will be a brand champion – draw on this expertise to address new challenges and get trusted professional advice.



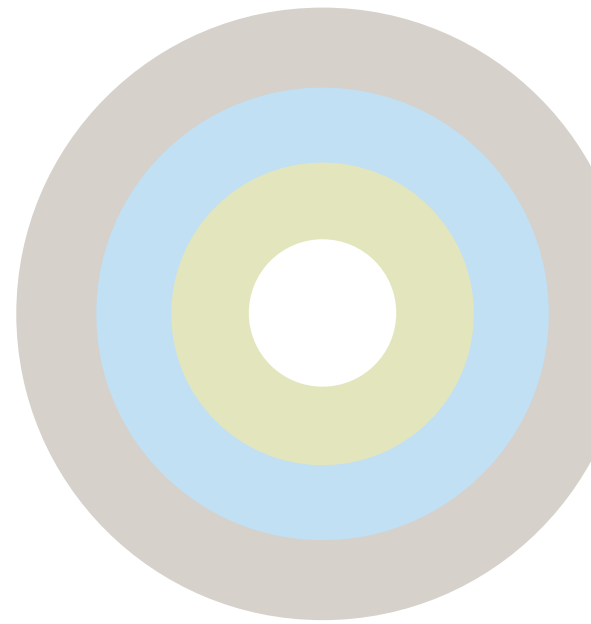


Conclusion

Brand guardianship matters. It matters even more today when competition is tough, resources are tight and your brand's having to perform in more places.

Guardianship of your brand protects your investment, will breathe new life into it and add value. Believe in your brand.

Richard Silbermann is Creative Director at Brand Remedy and has been developing and nurturing brands for professional services for 25 years.



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