

## **You never get a second chance to make a first impression.\***

Before your first date, you styled your hair, you paid attention to how your clothes looked and you definitely made sure the first thing out of your mouth was interesting, relevant, friendly, positive and hopefully engaging. In short, you did all you could to make a great first impression and win over your potential mate.

## **Your brand image walks into the room long before you do.**

Your brand image goes on a lot of first dates, it represents you before you get a chance to. It makes the first impression to your potential customers. If your Identity is amateurish in concept or finish, your brand will feel that way. If your identity is cliched, if it looks similar to many others, your brand will feel unremarkable and won't be memorable. If your identity is old looking, your company's offerings will seem dated, irrelevant. If your Identity has displeasing proportions, your company will feel awkward, unbalanced.

## **What exactly is the difference between your identity and your image?**

Your Brand Identity is the designed symbol or word(s) that your customer associates with your service or product. Its the logo or wordmark. It is a powerful shorthand that represents your holistic offering. Your Brand Image is made up of *all* the elements that represent your company and communicate to your customers, including the identity, as well as its voice, its personality, its look, its sense of humor, its intelligence, its expertise.

## **Why a good brand image matters.**

The top companies in the world pay close attention to their identities and their brand images and take great pains to ensure that they are representative of the qualities that their company represents. It's one of the factors that keeps them on top of their game. Target, Apple, Nike, Coca-Cola are classic examples. Verizon and Staples have recently realized that their brand identities weren't up to par, were actually hurting their brand's affinity with their target customers. They redesigned their identities to improve them aesthetically and to stay relevant to their customers.

\*Andrew Grant

**Turnkey, bespoke image creation made easy.** We offer a turnkey brand identity and image solution called Brand Image 360. In just 3 months you'll have a relevant, current, bespoke identity and image ready to go, with all the trappings. Brand look and feel, voice, typography and color palette and best of all, a good idea of where the best places are to reach your target. It's basically a brand toolbox, ready to roll. (Truly bespoke; one-of-a-kind, custom, just for you).

**That first impression.** Make sure your company's first impression is positive, aesthetically and conceptually strong and relevant to your brand. Make sure that people will be receptive to what your company has to offer. Make it easy for them to engage with you. It's critical to your success.

**The 21st Century is well under way.** Make sure your company doesn't look like some hold-over vestige from the last century. Make sure that your brand image matches the maturity of your company as it exists today, not the awkward adolescent it may have been.

**The right team with the right stuff.** ZDI has the right stuff to redesign your brand's identity. We have a team of brand and marketing professionals with experience and great brands on their resumes. We know how to harness, interpret and create all the right ingredients for a relevant, consistent, smart and hard-working brand image and story.

**Gratis review.** Call me for a free review of your current brand identity and image and what you might gain with a re-imagining of your brand.

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