

# Five tips on small business branding

Your brand is one of your small business' most important assets. It gives potential clients an idea of who you and what you do as well as an understanding of what sets you apart from competitors and makes your business stand out from a multitude of others in the industry.

If you aren't sure where to even begin in branding your new business, here are a few tips from Darlene Menzies, a seasoned entrepreneur and CEO of [SMEasy](#).



- **How to get started on branding:** First and foremost you need to ensure your brand is clearly defined in your own mind. Take time to write down what it is your business is going to do and what product/service you will be offering. Think about what the benefits are and who your prospective clients are that you want to sell to. Once this is clear, you are ready to start deciding on an appropriate catchy company name and thinking about the look and feel of your logo, business card and website.
- **Deciding whether or not to use a brand specialist:** While brand specialists are experts at building a strong company image, a lot of small businesses simply don't have the money to hire one. If this is the case in your business, utilise the talent and expertise you may have at your disposal - such as friends and family. Ask them to give your ideas about good business names to consider and what they think the look and feel of your logo should be. Once you have this you can pay for a one hour consultation with a specialist to help fine tune the ideas you have.
- **Company name:** Keep it simple. A company name that is difficult to pronounce or spell is a company name that is easy to forget. By over complicating your company name you are only making it harder for potential clients to find you. It can be helpful to choose a name that gives an indication of what the business does. E.g. AdminEasy Pty Ltd is a company that helps small business sort out their admin and filing.
- **The logo:** Too often small businesses spend too much time and money on a logo. Although a strong logo will help pull your brand together, many small businesses change their logo after trading for a few months as their business matures. Remember not to overcomplicate your logo and always ensure it works on a white background.
- **The strap line of the business needs to say what it does:** It's helpful to think of a short tag line that describes your business, describing your business/product in four or five words; this is known as a strapline. The best straplines are short, simple and "on-brand". A strap line should summarise what your company stands for or does in just a few words. It doesn't have to be overly descriptive but it needs to communicate what you are about.
- **Attitude:** Remember that how you interact with and respond to clients and potential clients also forms part of your brand. You may have a great logo and positive strap line that describes who you are, but if your attitude isn't great - neither will your business be.