

# What is a brand?



---

## **Brand**

A brand is an individual's perception – what a person knows, thinks, and feels about an organization. Companies will have as many brands as it has customers. Brands may – and must – be influenced, but they are deeply personal and subjective. So, a brand varies from person to person and may become more positive or negative over time. That is why consistent branding is so critical.

---

## **Branding**

Branding is everything that influences customer perception – it's everything an organization or individual believes, does, and says. It's your product, service, environment, people, and communications. So, branding is marking the mind of your customers.

---

## **Brand Strategy**

Brand strategy is an organization's plan to influence customer perception. Strategy is a company's plan of action, applied branding to influence the individual brands in the mind of its customers.

---

## **Logo**

A logo is an identifying symbol. Also known as trademarks, logos communicate the distinct origin and ownership of a product or service. Without a logo, a business cannot be recognized, remembered, or distinguished. However, a logo is not a brand. They are simply tools that organizations use to carry customer perception.

---