

LOGO VS. IDENTITY VS. BRAND

Which one do I need?

“Logo,” “Identity” and “Brand” are marketing words that are often used synonymously. While each has an important role in marketing your business, they are not the same. The question “What’s the difference between a logo, identity and brand?” comes up daily in graphic design. A logo is just the tip of the iceberg — beneath a good logo are the stronger elements of identity and branding.

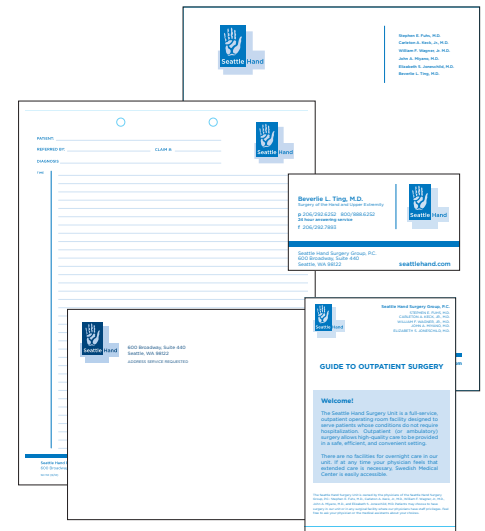
LOGO:

- The graphic or typographic mark that visually represents your business(also called an icon, wordmark, symbol, or trademark)
- Should provide your customers with immediate recognition
- Differentiates you from your competition



IDENTITY:

- The different business materials that work together to create your company image
- The complete set of your of company materials that customers come in contact with: logo, business cards, websites, ads, uniforms, packages, forms, etc.
- Establishes consistency in your customer’s mind



BRAND:

- A concept, not a physical, tangible object
- What comes to people’s minds when they think about your company or hear its name
- The foundation of your entire marketing campaign
- Your market identity — who you are, what you do, your reputation, a customer’s experiences and perceptions of your business — good and bad



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