



5 Top Branding Mistakes

- Not understanding the power of the brand
 - Not just logo:
 - Colours
 - Font
 - Message
 - Tone of voice
- Forgetting to establish defined brand guidelines
- Over complicating - keep it nice and simple
- Inconsistency - your logo is your logo
 - Have consistent imagery
 - Stick to your fonts and colour palette
- Not defining your target market - who is your ideal client?
 - Talk to them with a consistent message

How is your branding?

Source: Avery Creative - <https://averycreative.co.uk>