



deep dive

your brand and your website:
the importance of cohesive branding in
web design



brand identity and cohesion

what is a brand identity?

Your brand identity is how you want your company or product to be seen by your audience.

The elements that affect how people perceive your brand include your logo, color palette, typography and other aesthetic choices, including the style and tone of your images, graphics and videos.

Why does brand identity matter? When executed well, it can differentiate your company from your competitors. It can also make you more likable and memorable, while communicating a strong sense of what you do and why consumers should choose you.

brand cohesion

When it comes to branding, consistency is very important, especially if your brand is seen in many channels. For instance, people are most likely to encounter your visual brand elements at these touchpoints:

- 1) Your website
 - 2) Your social media pages
 - 3) Your brick-and-mortar locations
- What if the photo style on your Facebook page is dramatically different from your in-store photos?
What if your website's palette looks nothing like the colors of the wraps on your delivery trucks?
What if your public-facing employees wear shirts with a logo that's different from the logo on the store?

All of those scenarios represent missed opportunities. Making memorable impressions on potential customers is tough enough when your brand identity is consistent. When the elements don't align in all channels, you make it harder for people to remember your brand and what it stands for. It can also suggest to potential buyers that your company doesn't pay attention to details.



branding and your website

website and branding

Your website is often the first point of contact consumers have with your brand, especially if they've searched online for the solution they need. And the initial impression your site makes can determine if visitors become long-term customers or exit quickly.

It's true. If your website is poorly designed or doesn't represent your brand identity well, it can cost you customers. Your product or service might be the best available, but if visitors aren't drawn in by an engaging brand identity, they'll never stick around long enough to realize that.

How does branding impact your website design?

Ideally, your brand identity helps to differentiate you from your competitors. Since your logo, color palette, typography, and photo and graphic style are what people notice first about you, it's essential that they communicate professionalism, experience, confidence, sharp skills and attention to detail. That high-quality encounter should also set the tone for the consumer experience at all of your other touchpoints.

cohesive branding

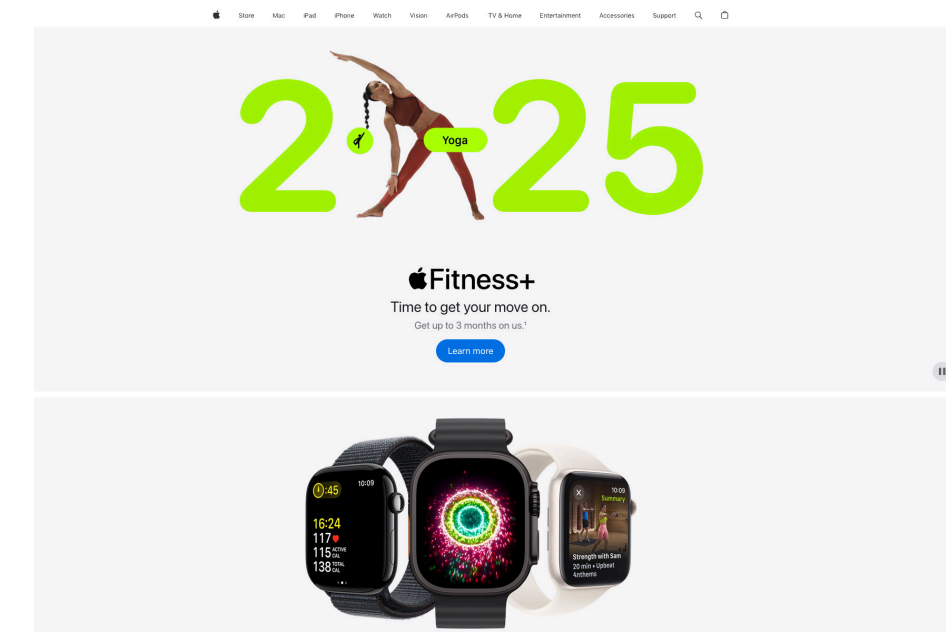


website example

Apple's brand identity is known for its clean, simple, futuristic look. Their elegant website employs white space and simple icons, plus beautiful product photography and video. It's intuitive and easy to navigate. When compared to all their other marketing channels, it's easy to see that Apple's website is a great example of cohesive branding.

logo & branding

Apple's branding is iconic. Its sleek simplicity carries through to their products and their stores, so they all reinforce each other. And since they've done such a good job of putting their logo in front of the world's consumers, nearly everyone can identify it. That earned familiarity ties into the company's goal of creating products that everyone can use.





cohesive branding is important in web design

Staying consistent in all channels is one of the keys to branding success, but it's especially important with your web design. Your website should be the hub of your marketing efforts, with all other materials and activities pointing back to the site. If your website is not consistent with the content you distribute via social media, broadcast, out-of-home, digital and other channels, you can confuse your audience and miss out on connecting with new buyers.



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thank you

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