

What is a brand? Is it a logo? A name or slogan? A graphic design or color scheme?

Your brand is the entire experience your prospects and customers have with your company. It's what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand.

In B2B companies, your brand lives in every day-to-day interaction you have with your market:

- The images you convey
- The messages you deliver on your website, proposals and sales materials
 - The way your employees interact with customers
- A customer's opinion of you versus your competition

