

HOW ARE YOU GOING TO BRAND YOUR BOARD GAME?

Definition: The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products

An effective brand strategy gives you a major edge in increasingly competitive markets. Simply put, your brand is **your promise to your customer**. It tells them what they can expect from your product, and it differentiates it from your competitors. Your brand is derived from who you are, who you want to be and who people perceive you to be.

The foundation of your brand is your **logo**. Your website, packaging and promotional materials - all of which should integrate your logo - communicate your brand.

A simple **logo** design allows for easy recognition and allows the **logo** to be versatile & memorable. **Good logos** feature something unique without being overdrawn...

When you're designing your logo, you may wish to use these characteristics as a checklist, to measure the potency and viability of your image.

It is Unique. If you copy other logos, or go for a design which has already been popular, it won't fly. At best, people will think you are cheap and unoriginal. At worst, other companies will sue you. So it really doesn't pay to nick someone else's idea; and it's far more fun to come up with your own.

It is easy to describe. Pretty much everyone can explain what the McDonalds, Nike and Adidas logos look like, because the images are simple, clear and eye-catching.

If you want to generate word of mouth around your logo, people need to be able to talk about it - it's crucial that you allow your followers to tell their friends about you.

It suits your purpose. You need to think clearly about what you want it to do. The purpose of your logo will depend on the type of company you are, and the effect you are trying to achieve. Some logos serve as a figurehead for their brand, such as KFC's world-famous Colonel Sanders. Others provide a symbol of aspirational exclusivity, like the Audi or Mercedes badges. Some are little more than a visual signature, such as a Kellogg's 'K'.

It suits your target audience. Your audience should determine the style and tone of your logo. If, for example, you're running a bodybuilding gym, your target audience will probably be men with a macho edge; a delicate logo with subtle colours and elaborate fonts probably won't cut the mustard here. Likewise a grown-up, colourless typeface won't suit a business aimed at kids, like a nursery or toy shop.