

Backwards Branding

by Carroll Ray | Sep 24, 2018

BACKWARDS BRANDING

When conducting competitive research for clients, I find that more and more tech company brands are looking and sounding more and more alike. That's not branding, that's the exact opposite of branding. The point of your brand is to distinguish your company from others and to communicate what is unique and special about your company. If you look and sound like everyone else in your space, it communicates to your customers that you are no different than the others, or worse, that you are merely following their lead.

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SEEN & Noted

Real or Imagined

Do you know which of the brands below represent a real person and which are the result of someone's imagination? *Answers below.*

1.



2.



3.



4.



Answer: They are all based on real people. To read the stories behind these brands or to see more examples of real or imagined brands, go to <https://trdesign.com/face-brands>

What's in a Name?

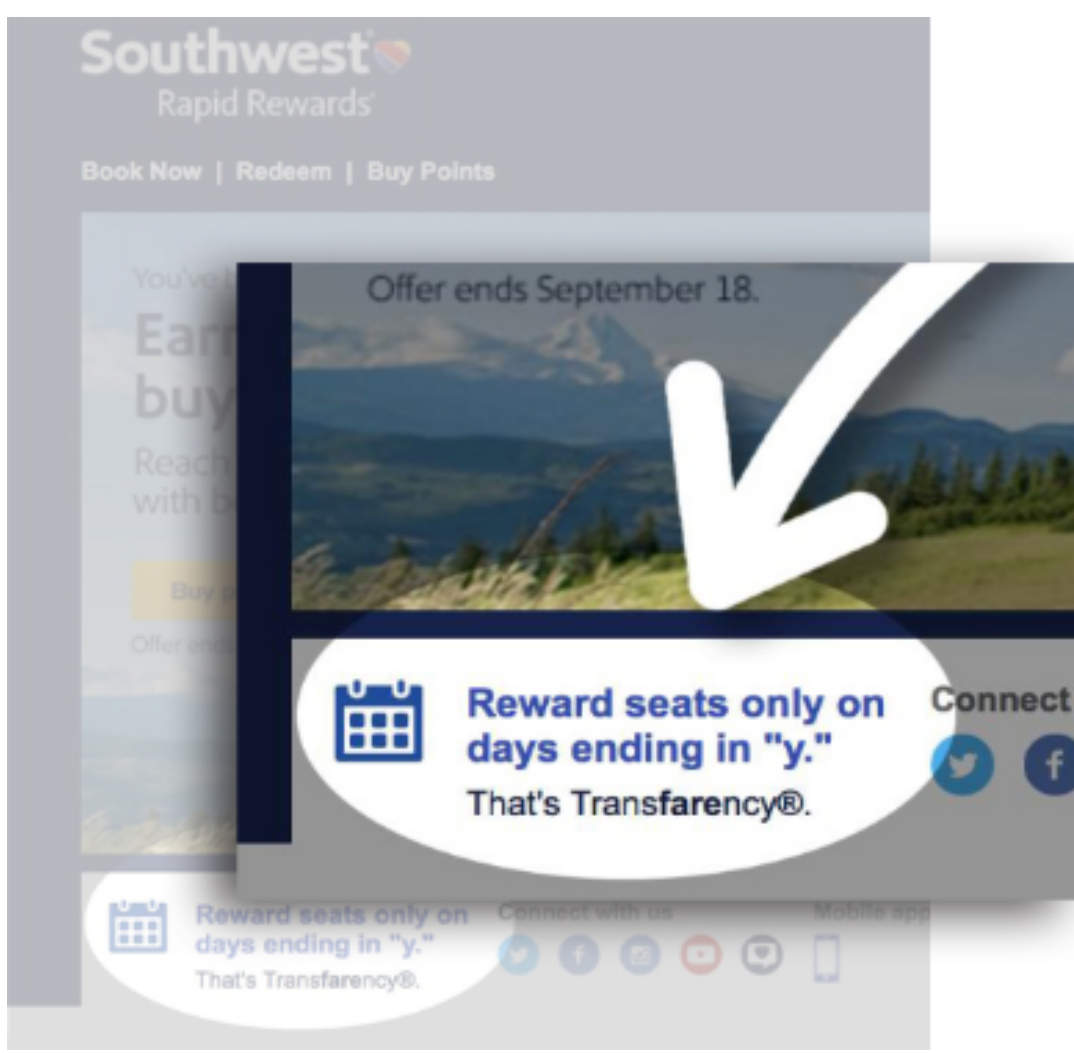
Send Files Securely

You can't go wrong with a strong name that leaves no doubt what your company or product does. Or maybe you can if the name makes up the URL address, and you read it too quickly:

sendfilessecurely

It's important to consider all aspects of a name — how it will read, whether or not it can be pronounced correctly, can it be translated into other languages, or will it have a different meaning — are just a few of the things to be considered.

Branding Well Done



Southwest Airlines projects their brand in everything they do, all the way down to their use of humor in the fine print of this recent social media ad.

Southwest Airlines has one of the most distinctive and effective brands in their industry. They have carved out a position that is distinct from all other airlines as the common-sense airline who does everything they can to make travel less stressful. They differentiate themselves in nearly everything they do, from their lack of fees for baggage or changing flights, to the way they board their planes, to their use of humor in their marketing and their operations. We all remember the hilarious "Wanna get away" campaign and anyone who flies Southwest has experienced flight attendants who can be extremely funny and engaging.

Here are a few examples for your enjoyment.

<https://www.youtube.com/watch?v=sPfyA60FYo4><https://www.youtube.com/watch?v=HNx5-bEKk8A>https://www.youtube.com/watch?v=x_o_xn-q5Zk

Your brand does not stop at the logo, the website or the tradeshow booth. The most powerful brands look at every conceivable touch-point as an opportunity to express their brand personality. Well done Southwest.

If you'd like more information or would like to set up a time to discuss your branding or design needs, [contact us](#) today.

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