

**DOWN
THE
LINE**

BRANDING +
DESIGN +
SOLUTIONS

**RED FLAGS
INDICATING THAT
YOUR BRAND
MAY BE BROKEN**





Is your brand broken?

There are a few key red flags which may suggest that your brand is “broken” and that you might need to consider a revisit and a refresh.

On the following pages, we highlight just a few you may need to consider.



Your logo

Do you have a few variations of the logo which are used in your marketing literature or promotional collateral?

Has your logo become inappropriate for your new services/products/divisions?

Is your logo unrecognisable and getting swallowed up by the “noise” in the market?

Does your logo compare unfavourably against your competition?



Your literature and collateral

Is your marketing collateral ineffective at clearly communicating the benefits customers will gain from choosing your services/products?

Are you a little bit embarrassed by your business cards (generic/unprofessional/poorly designed) and reluctant to hand them out?

Is there an overall lack of consistency (message/design) in your literature?

Is your signage consistent?



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Your website

Do you even have a website?

If so, are you ashamed to drive prospective customers there?

Has your website been updated since it was built?

Is your website difficult to use on a smartphone?

Do you receive a reliable number of inbound leads from your website?

Is it time-consuming to keep your website up to date?

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Your staff

Do you have difficulty finding younger employees as your company image is behind the times?

Do your employees know your company vision or your unique selling point?

Do your expectations as a manager/owner match your employee behaviour?



Your customers

Do you have difficulty retaining repeat business?

Do you have difficulty winning new business from new customers?

Do you struggle to communicate your strengths and capabilities?

Does your service match customer expectation?

Are you competing solely on price?



Have you answered yes to any of these questions?

If you have encountered any of these red flags, you may need to consider fixing them.

If you would like to have a chat about these or any other branding and design questions you may have, go to www.dtl-design.co.uk and send us an email.



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