

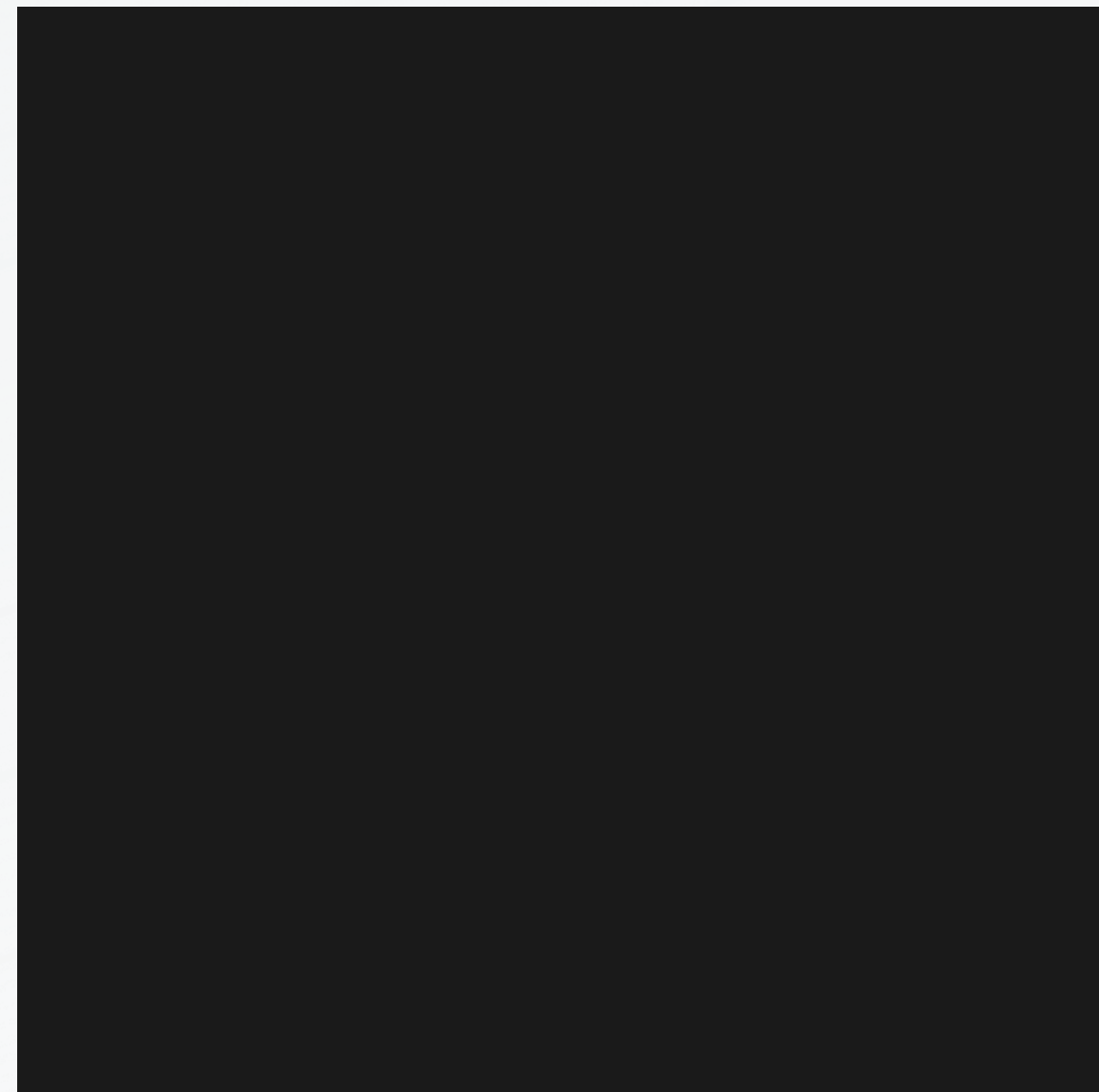


# **BUILD YOUR BRAND**

**[JUVIAGREY.COM](http://JUVIAGREY.COM)**

# HAVING A GOOD- LOOKING LOGO.

That is not a brand





# WHAT IS A BRAND?



While your logo is essential, branding is so much more. It's about how your customers perceive and connect emotionally with your business.

# BRAND VS. LOGO: WHAT'S THE REAL DIFFERENCE?

*A logo is simply a visual symbol representing your company. A brand is the entire experience customers have with your business—from how your employees greet them to how your products make them feel.*

*Think of your logo as the face, while your brand is the personality and values behind that face.*



# WHY BRANDING MATTERS FOR YOUR BUSINESS



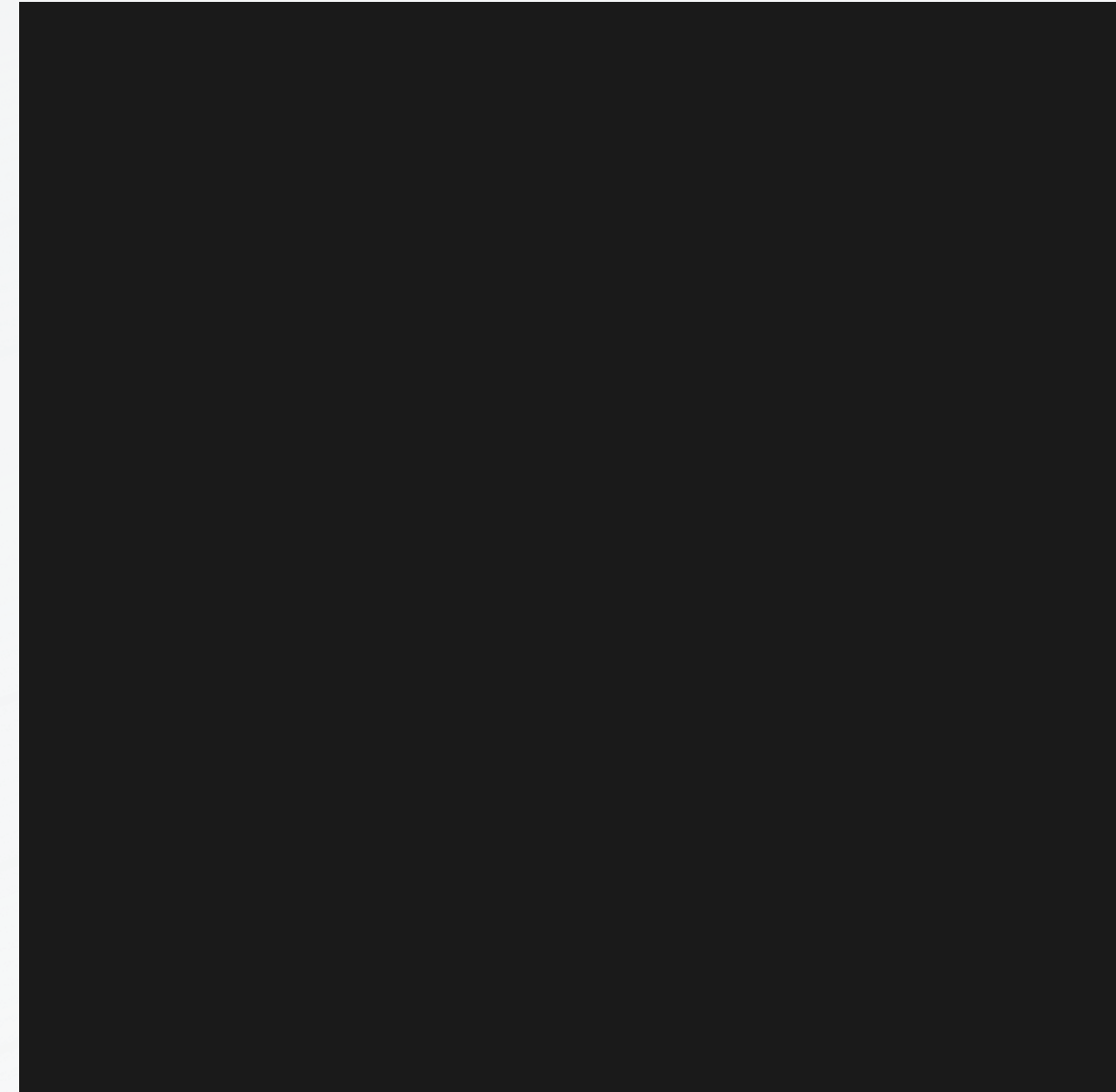
Strong branding isn't only for big corporations. In fact, for local businesses, good branding can quickly differentiate you from competitors and build lasting loyalty within your community.

- **Builds Trust: Consistent branding shows customers you're reliable and trustworthy.**
- **Creates Emotional Connection: Customers who connect emotionally with your brand become loyal advocates.**
- **Differentiates You: Clear branding sets your business apart in the competitive local market.**



# RISKS OF POOR BRANDING

If branding is overlooked or done poorly, it can negatively impact your business, causing:



- **Customer Confusion:** Inconsistent messages or visuals make customers unsure of what your business truly represents.
- **Loss of Trust:** Poorly defined or misleading branding breaks down trust quickly.
- **Reduced Loyalty:** Without a clear, positive brand, customers won't stick around—they'll simply find someone who clearly communicates value and trust.





# THREE PRACTICAL STEPS YOU CAN IMPLEMENT TODAY:

## 1. *Define Clear Brand Values:*

- *Clearly state what your business stands for (e.g., quality, community, innovation).*
- *Communicate these values regularly in your messaging and interactions.*

## 2. *Create a Unified Customer Experience:*

- *Train your staff to consistently reflect your brand values.*
- *Ensure every touchpoint (website, social media, in-store experience) aligns with your brand message.*

## 3. *Engage Authentically with Your Community:*

- *Regularly participate in local events and initiatives in Moncton, Riverview, Dieppe, or Shediac.*
- *Use genuine customer stories and local testimonials to showcase your authenticity.*





# DID YOU SEE US?



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Great branding is accessible and essential for businesses of all sizes, especially in community-focused areas like Greater Moncton. Done right, branding will strengthen your relationships, boost your visibility, and foster loyalty. Done poorly, it can hurt your reputation and limit your growth.

