

LET'S TALK BRAND COLLATERAL

aka: details!

Brand Collateral is the fun stuff. Yes, it usually costs money but it shows you care and want to be noticed. (psst! I've included a list of free collateral ideas on the next page). Do you have to include these details in your business? No, but picture this.

You go to a well-known burger joint because you hear it's sooooooo good. **BUT...** your meal came out with no garnish, no side, no napkin and served on a paper plate... the server barely spoke to you and never offered you a drink... there was no background music. There was nothing wrong with the burger but it was lacking something. **Details. The stuff that makes things memorable.**

So why do you need brand collateral? You decide. Would you choose burger **A** or **B** ?

Does your brand pass the burger test?

What are your current burger, I mean, brand details that make you memorable?

What could you add?



COLLATERAL IDEAS



Brand Collateral is all the media and content (the tangible fun stuff!) used to promote and support the sales and marketing of your products or services. These are all the little details that people notice. They often cost money but show how much you care.

COLLATERAL SAMPLES:

- Business cards*
- Brochures*
- Mugs
- Tote bags
- Apparel
- Postcards*
- Signage
- Branded pens or pencils
- Rolls or sheets of stickers*
- Branded tissue paper or packing tape
- Rubber stamp for paper bags or takeout containers
- Branded napkins
- Client thank you cards* or gifts

AFFORDABLE (OR FREE) WAYS TO MARKET YOUR BIZ:

- Receipt design or joke
- Single sheet stickers*
- Branded Social media content
- Digital coupon
- Email signature
- Free printable .pdf
- E-newsletter
- Digital or printed QR codes
- Desktop or mobile wallpaper
- Setup/complete Google Business page
- Social stories templates
- Join your local chamber of commerce
- Collaborate or do a joint promo with another business!

THINGS WE FORGET TO ADD OUR BRANDING TO...

Client forms, contracts, receipt header, quotes, invoice templates, gift cards, certificates, coupons, blog or podcast graphics, catalogues, e-book, services list.



*Print is not dead. Consider using FSC paper products for your print needs. Forest Stewardship Council@ (FSC@) certifies that a paper is made of responsibly sourced wood fiber.



*Stickers come in rolls, sheets or individually. They can also be a set shape like circle or square which is the most cost-effective. If you'd like it cut out in a custom shape that is called die-cut and will usually cost more but look super sleek and original!

BRAND BOMBING!

Just because you should be consistent with your branding doesn't mean annoying people by plastering your logo everywhere. (You also run the risk of having them skip by your posts + emails.) This is why having different variations of your logo is helpful to avoid 'brand bombing' with multiple layouts and colours of your logo.

