

## quick guides

[excerpt] | Early branding of a small or emerging company is key to business success. It is the **quickest way for your company to express what it is and what it can offer**. Inaccurate branding of a new business can make it difficult for people to grasp why the business exists in the first place.

For startups and small businesses, branding can often take a backseat to other considerations, such as funding and product development. This is a mistake, as a company's brand can be key to its success. Dollar for dollar, it is as important and vital as any other early steps.

...

A brand is a company's **face to the world**. It is the company's name, how that name is visually expressed through a logo, and how that name and logo are extended throughout an organization's communications. A brand is also how the company is **perceived** by its customers - the associations and inherent value they place on your business.

Dollar for dollar, it [branding] is as important and vital as any other early steps.

A brand is a kind of **promise**. It is a set of fundamental principles as understood by anyone who comes into contact with a company. A brand is an organization's reason for being and how that reason is expressed through its various communications media to its key audiences, including customers, shareholders, employees and analysts. A brand can also describe these same attributes for a company's products, services, and initiatives. . .

Source New York Times

Date May 1, 2007

To Read Full Article [http://www.nytimes.com/allbusiness/AB4019474\\_primary.html](http://www.nytimes.com/allbusiness/AB4019474_primary.html)