

# MAXIMIZE YOUR MARKETING 4.3

## BRAND RESONANCE & BUSINESS IDENTITY IN CREATIVE CHOICES

How your business communicates and creates customer connections shows up in LOTS of places. Think through how your brand personality and business identity shows up in the following areas.

### DEFINITIONS

**Verbal communication:** any exchange of words or symbols, either written or spoken, used to transmit information.

**Nonverbal communication:** any communication that does not involve words, such as body language, tone of voice, gestures, proximity, ambient cues.

**Communication Assets:** all of the verbal and nonverbal communication of your business. Your asset library includes colors, fonts, shapes, symbols, and experiences that your business uses to communicate. Past and present branding, marketing, and internal communication resources like business plans are some of your communication assets.

Brand resonance in your creative choices happens through echoing colors, fonts, and messages of your business identity throughout your communication and marketing.

Develop a centralized vision or database of your communication assets to guide your verbal and nonverbal communication.

Craft your marketing materials, interior design, and customer experience around this stylized resource.



# LET'S PUT IT INTO PRACTICE

A centralized vision will guide your creative choices in marketing. Create a mood board of the ultimate customer experience of your business. Include the colors, fonts, imagery, verbal, and nonverbal components that make your business unique. Swipe inspiration from existing communication assets or other businesses you've seen and love.

## MOOD BOARD SAMPLE

