



The Quick Guide to Branding for Small Businesses

BIRCH+WOLF™
BRANDS. NATURALLY.

WHAT IS BRAND?

Ask a thousand marketers, get a thousand answers!

Try it, we're only semi-kidding.

To Birch + Wolf, brand is...

Telling your company's story: your reason for being and how you're unique in the marketplace.

The story is told by every touchpoint, internal and external, that anyone has with your business.

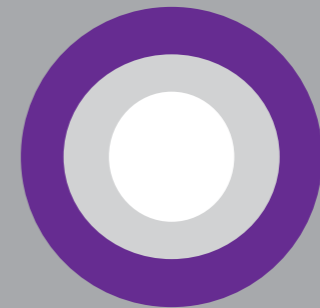


BRAND IDENTITY IS ONE PART OF THE STORY

One of the most commonly experienced parts of your brand is your brand identity.

Your brand identity is the collection of visual representations of your company.

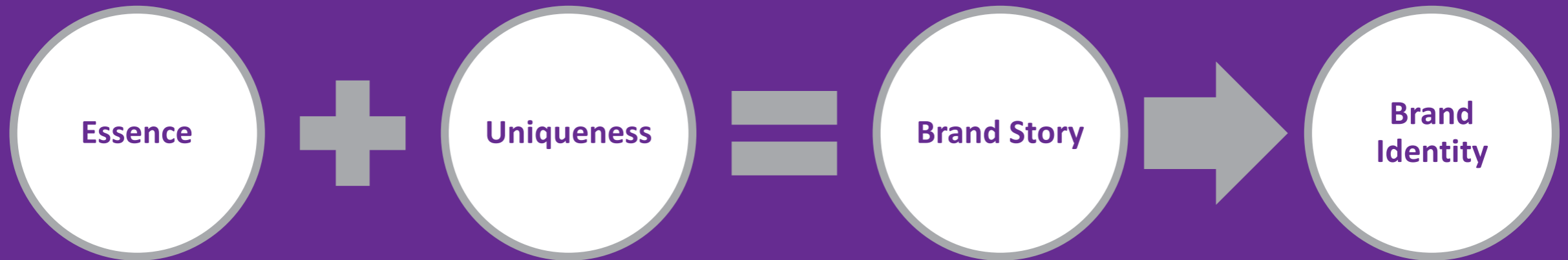
Name – Logos – Wordmarks – Taglines – Colors.



IT'S NOT TOO COMPLICATED

Let's not treat branding like rocket science. Unless your company is in rocket science, in which case we should be branding you as the most rockety, scientisty rocket scientists in the galaxy.

A simple equation for your brand:



Why do you exist?
What is your purpose?

How are you different?
Expertise and value?

Once you've got the "elevator pitch" down, it's time to get your visuals aligned with your story.



HAVE FUN WITH THE PROCESS!

To recap, developing your brand doesn't need to induce stress. It can and should be a fun exercise that reinforces why you wanted to start a business in the first place.

Define your company's purpose.

Identify why your company is unique.

Develop a brand identity that aligns with and contributes to your company's story.



BRAND IDENTITY IS PURPOSEFUL

Each element is part of the story. Our example:

The **birch tree** is a common symbol of hope and new beginnings. It reflects our clients' entrepreneurial spirit and their desire to grow.

Like a **wolf's** distinctive and communicative calls, an authentic brand serves as a visual howl connecting a business to its pack.

Purple is uncommon in nature but bold and striking where it exists. Brands should similarly stand out and attract attention in their marketplace.



Gray is modern and complementary, and we apply our talents to complement the vision of business owners. That, and a lot of wolves are gray.

White is the color of birch bark, representing a blank canvas on which the story of Birch + Wolf and our clients is still to be told.



ADVANTAGES OF ESTABLISHING YOUR BRAND

Investing in the building or refreshing of your brand can pay off over the long run.



Boost your confidence as a business owner.

An authentic brand story and brand identity give you something to look to whenever you need a reminder.

Of why you pour your energy and soul into making this dream a reality.



Simplify and enhance your marketing efforts.

Building a website, designing a brochure, creating ads, and giving a presentation are all simplified by having a clear definition of why you exist and why you are unique.

Getting help with your marketing? A clean “brand guide” is a great thing to hand over to a vendor or colleague to make sure your message stays focused and consistent.



Connect with your pack for success over the long haul.

Get noticed and remembered with a brand identity that stands out.

Call out your reason for being. Attract like-minded customers, partners, and vendors who want to join your brand.

Get others to tell your brand's story. And some free advertising when they want to wear your logo.



A FEW HELPFUL BRAND PRINCIPLES

Authenticity is essential. Every aspect of your business and every interaction must align with your story.

Find your pack. You're not for everyone. Have a bold and unique story that compels likeminded customers and partners to join in.

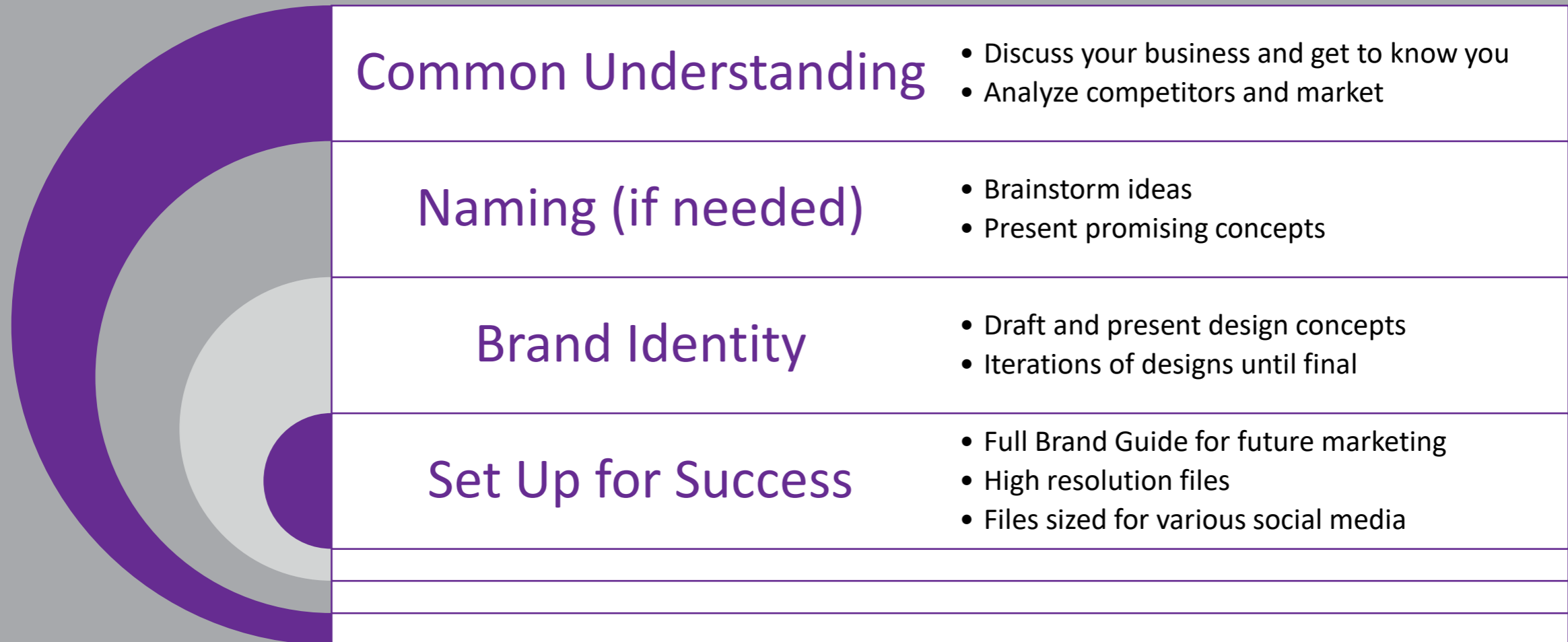
Brand is long-term focused. It's less about the initial sale and more about relationships, loyalty, and evangelists over time.

Your brand is a living thing. It will be shaped by all those that interact with it: yourself, employees, customers, vendors, etc.



WORKING WITH BIRCH + WOLF

How does it work to develop a brand story and identity with us?



ABOUT THE AUTHORS



Birch and Wolf LLC was founded and is operated by two best friends going back to high school. We operate this business as an outlet for our passions for branding and design and as a way to support the small businesses and entrepreneurs that are such an important part of our economy.



Tyler Sachse

Brand Strategy Lead
MBA in Brand and
Product Management
Broad Marketing
Experience



Ben Puetz

Brand Design Lead
Studied Graphic and
Visual Design
Winner of Numerous
Logo/Design Contests

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