

A photograph of three people in a modern office setting. On the left, a young man with dark hair, wearing a tan jacket over a black shirt, holds a white document and looks towards the right. In the center, a woman with blonde hair, wearing a purple and white striped shirt, is looking down at a laptop. On the right, a woman with a blue braid and a patterned headband, wearing a blue and green plaid jacket, is also looking at the laptop. The background features large windows, a potted plant, and modern circular pendant lights.

Storytelling



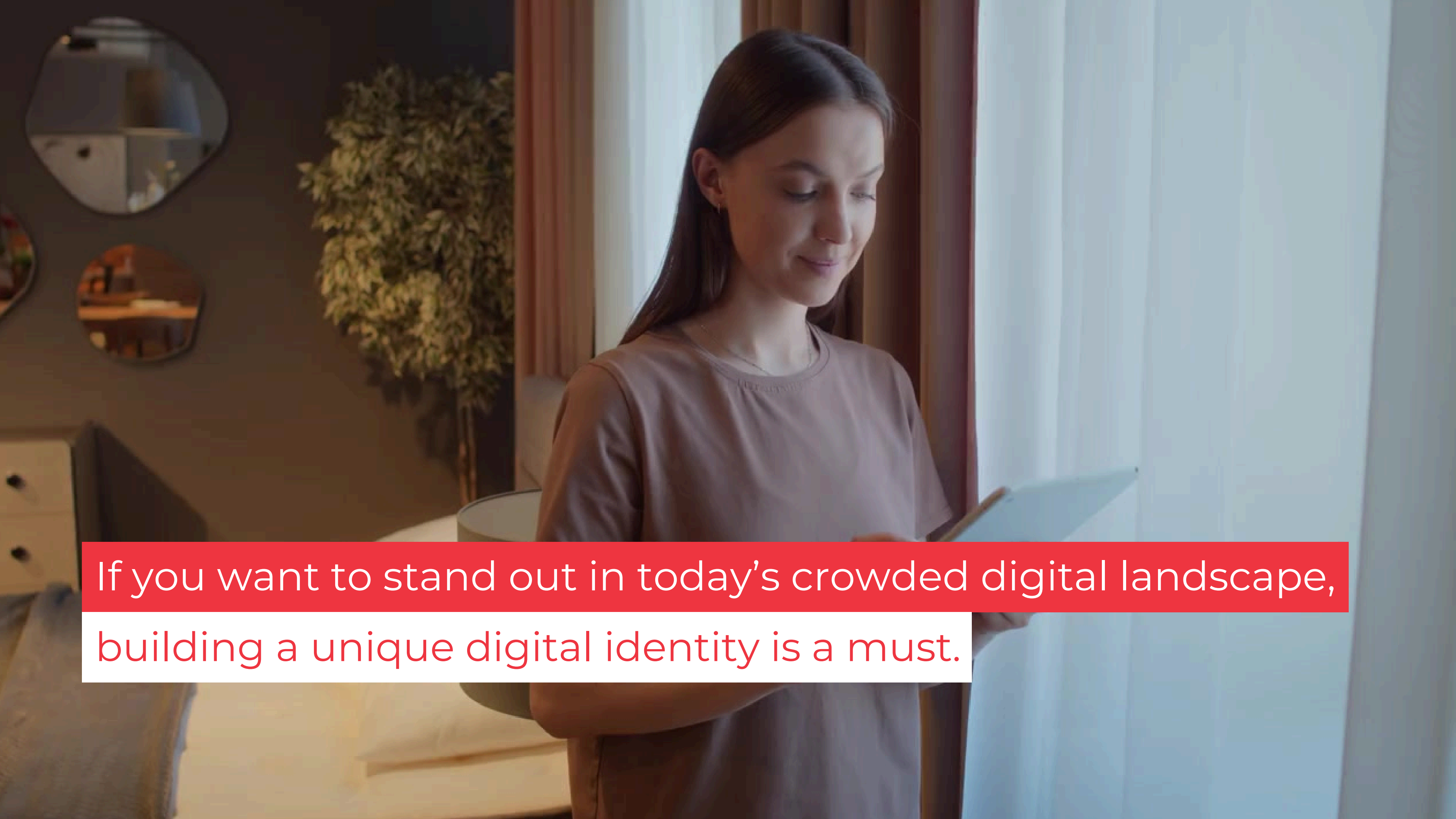
How to develop a unique digital identity



Looking
to develop
a **unique
digital identity?**

The power of
digital branding
is immense.





If you want to stand out in today's crowded digital landscape, building a unique digital identity is a must.



From branding to consistent tone and everything in between, **establishing the basics** will help all of your content look its best and project your brand image.



It starts with understanding the importance of branding.



Branding forms
the cornerstone of
your business's presence
on and offline.

YOUR BRANDING IS MADE UP OF:



**Visual elements,
including your logo**



**Colour scheme
and font choice**



Messaging



**Core values that
define your identity**

Establishing a strong brand identity fosters recognition, trust, and loyalty among regular and potential customers.



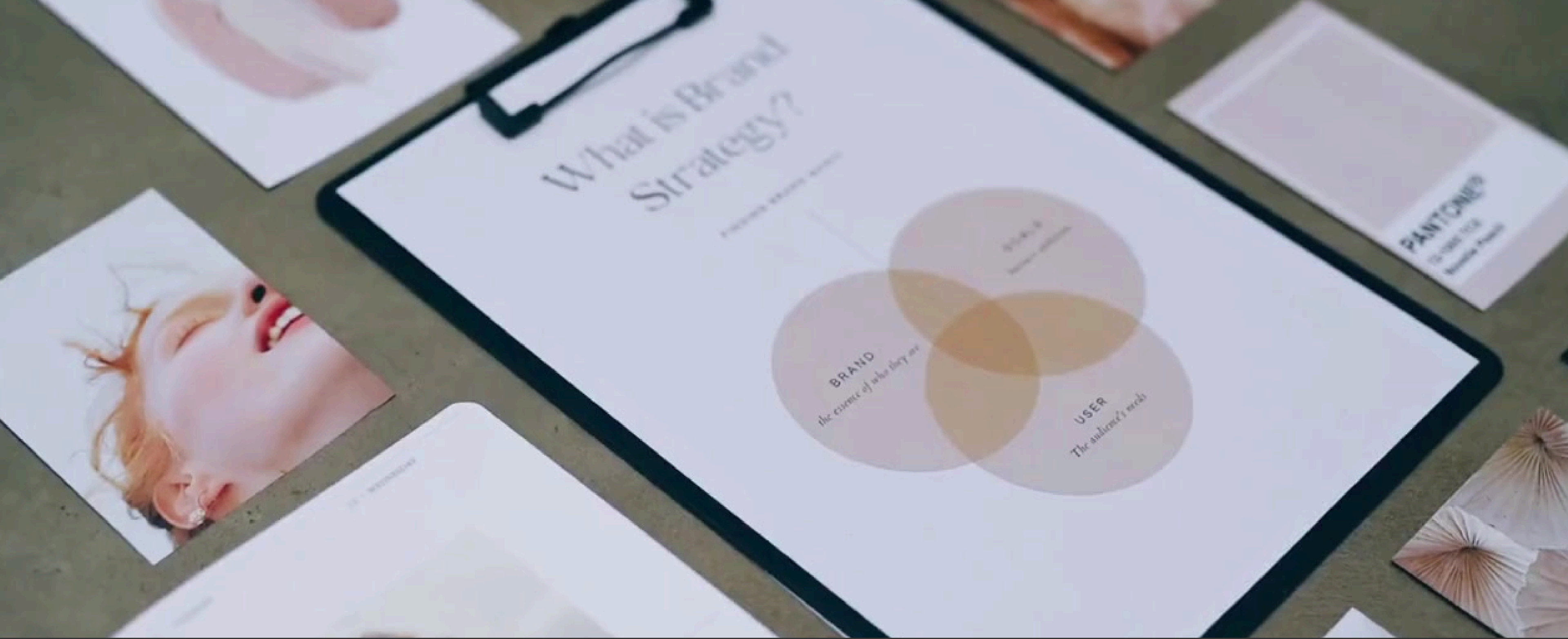
Your messaging begins by crafting a unique brand voice.



Your brand's voice is its personality expressed through content and communication. Every brand voice has a specific tone, language, and style that reflect core values and resonate with its target audience. There's no right or wrong answer, but the tone you choose will affect the people you attract to the brand.

Targeting science teachers across Canada is likely to need a very different tone compared to high school students in Europe!





So what about **visual branding elements**?

Visual branding elements, including your logo, colour palette, typography, and imagery, play a crucial role in shaping a brand's digital identity and help people decide if the brand resonates with their values.



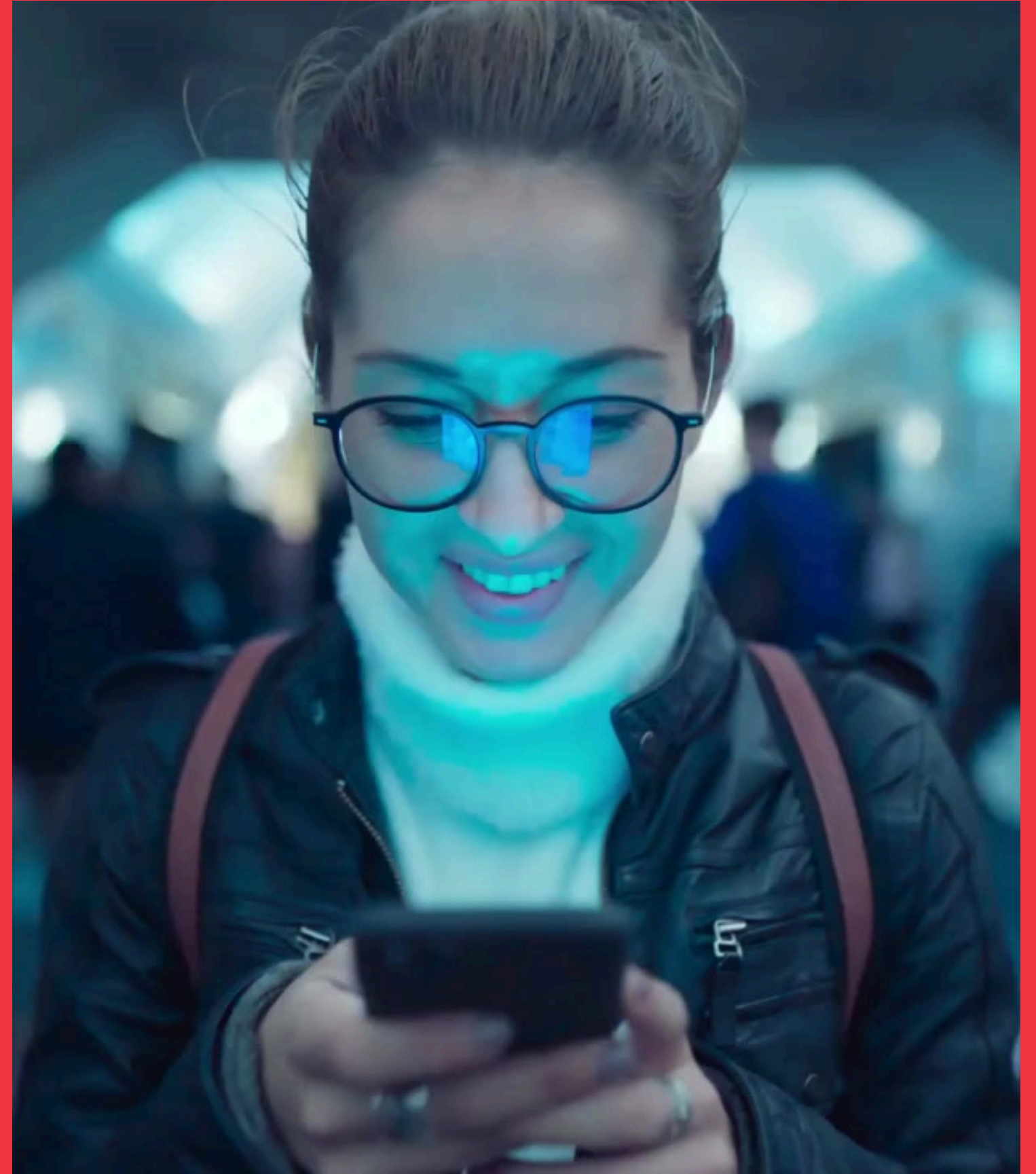
Keeping your visual elements consistent and cohesive across all digital channels reinforces brand recognition and conveys a unified brand message to your audience.



It's not just your visuals that need to stay consistent. Inconsistent tone, language use and even capitalization can throw people off, even when they can't put their finger on the problem.



While each platform has its own restraints, keeping the experience as close as possible across all channels will reinforce your identity and help to build trust with your audience.



A woman with short dark hair, wearing large black headphones and a brown knit sweater, is singing into a silver condenser microphone mounted on a white boom stand. She is holding a dark-colored guitar. The background shows a recording studio environment with a window, a green plant, and a desk with a keyboard and other equipment.

Do your research, understand your audience
and align your branding with them are best you can.

THINK ABOUT THEIR:



Values



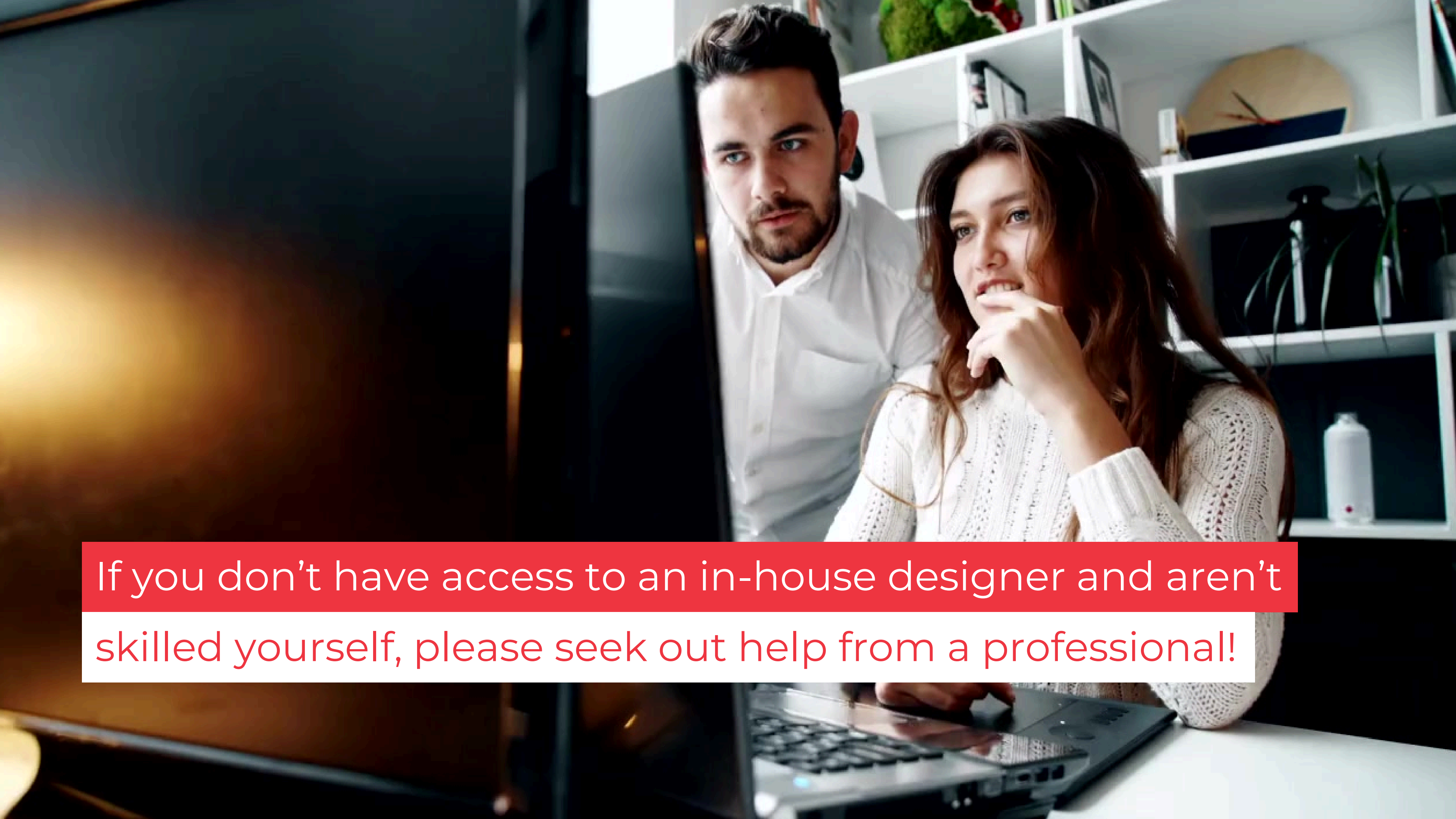
Preferences



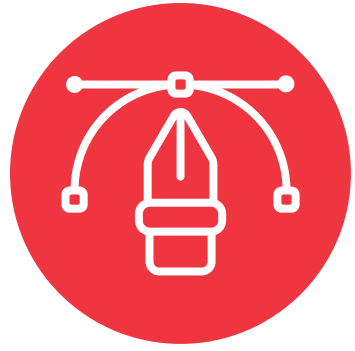
Aspirations



Language choices



If you don't have access to an in-house designer and aren't skilled yourself, please seek out help from a professional!



Even if you don't have the budget for ongoing marketing support, your branding is your foundation. You may have great ideas, but without the finesse of a designer, you are likely to be unhappy with the results.

A laptop screen displaying a colorful grid of data, likely a marketing dashboard or analytics report. The grid consists of many rows and columns of colored squares in various colors like blue, green, yellow, and purple. The laptop keyboard is visible below the screen.

Get a professional designer to finalize the initial logo design, colour scheme, and font choices. This will ensure your visual branding elements accurately reflect the brand's identity and resonate with its target audience, laying a strong foundation for a unique digital identity.





Like all other aspects of digital marketing,
you can track data on your branding efforts!



Key performance indicators (KPIs) in this area may be brand mentions, sentiment analysis (ask current customers and strangers for feedback), and engagement metrics to measure the impact of your digital branding efforts.

Unlike social media strategy or email campaigns, adjusting your branding isn't as easily done (another reason to get a professional head start), but if something needs to change, then it can!



Branding used to be set in stone from day 1 to the business' decline, but now we're seeing more nuance appear as trends adjust. If Facebook, Google and Coca Cola can adjust their branding, you can too. Just ensure the journey doesn't cause too much turbulence for your existing customers.





Your business has its own personality.

Your branding will help this shine through!

