

Why “Brand Behavior” is Important

A Brand is a **distinctive identity** that **differentiates a relevant, enduring and credible promise of value** associated with a program, service or organization and **indicates the source of that promise**.

It is a service or program that is **publicly distinguished** from other services or programs that can be easily communicated.

The promise must be **tangible** and **predictably manifested** in an organization's **business behavior** and, ultimately in its programs and services.

Your brand is far more than a logo.

A distinctive identity exists in the physical world as a system of symbols, but a brand is more than just a logo. It lives in the minds of advisors and donors, employees and trustees, community members and board members as a set of associations and emotional meanings. **It is the nature of this latter psychological component that makes branding important to an organization.**

People make their decisions on what they believe and how they feel about what they believe.

Your brand should be a consistent, holistic promise.

A Brand, therefore, involves the whole organization in making the **"promises of value"** a consistent reality for the whole community- advisors and donors, employees and trustees, community members and board members-wherever, whenever and however they encounter your organizations' identity. It symbolizes the tangible and intangible attributes, associations, and community relationships that stand behind or embody your brand.

My mission is to create and disseminate your organization's identity that appeals to all of your constituents and speaks a language that is clearly understood.