

A person stands on a sandy beach with their arms raised in a gesture of triumph or awe. In the background, a massive, powerful wave is crashing over a reef, creating a dramatic and somewhat ominous scene. The sky is filled with heavy, dark clouds, and the water is a deep, dark blue-green color. The overall mood is one of awe and the potential for destruction.

# 9 mistakes that will **DESTROY YOUR BRAND'S REPUTATION**



[THRIVEFINITY.UK](http://THRIVEFINITY.UK)

## 1

## Inconsistencies across platforms

This is a golden rule which everyone knows. Consistency is coordinating your visual assets across every place your company is being represented. For example:

- YOUR WEBSITE
- SOCIAL MEDIA
- ADS
- PRINT

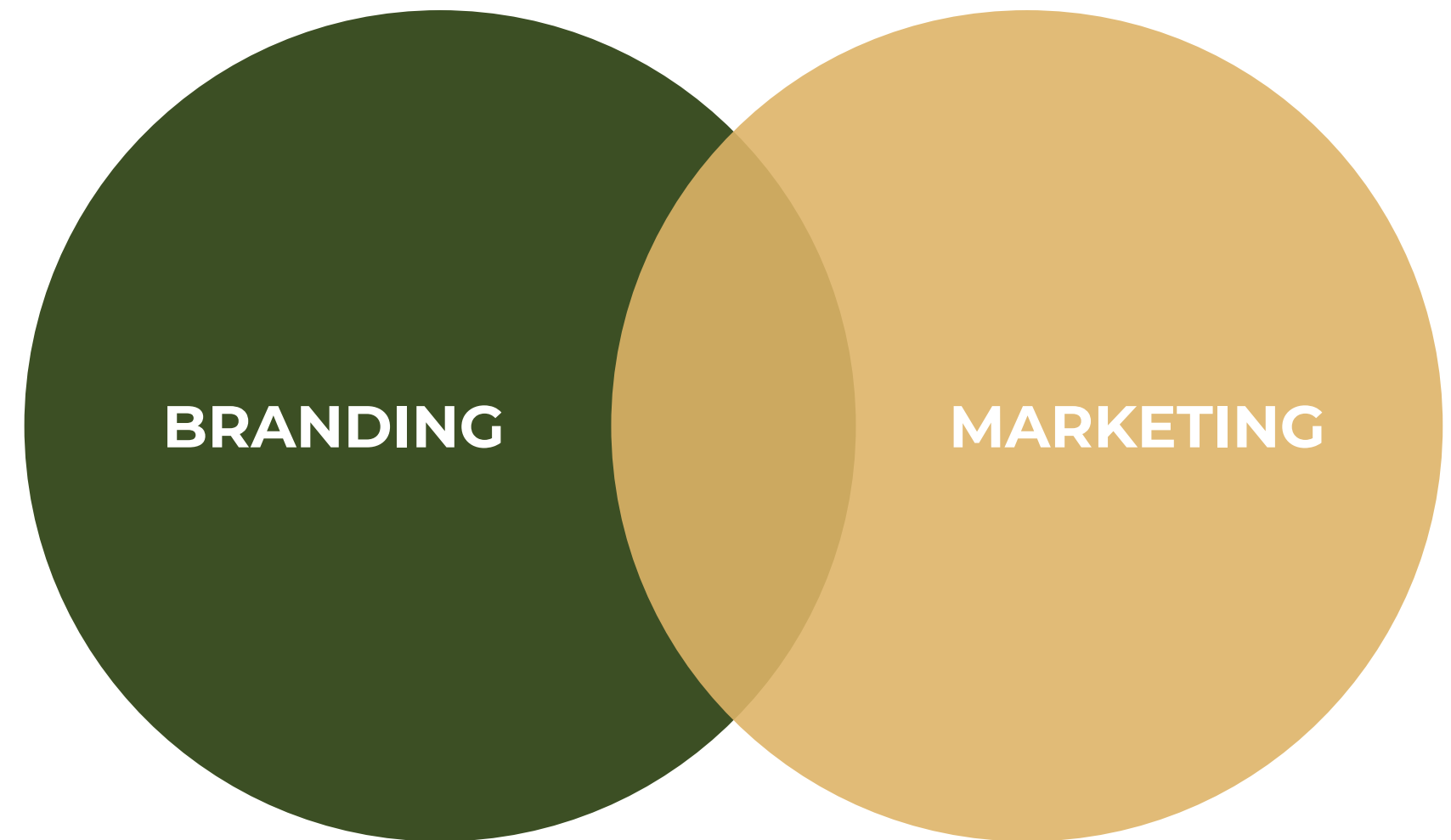


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## Confusing branding and marketing

Branding defines what or who your brand is whereas marketing making people aware of your brand.

They're so closely related that there is even a little bit of cross over, which is why people sometimes use the term synonymously. Either way, you should take care of branding first and then move on to marketing.



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## Skipping professional help

Professionals have a solid understanding of psychology, graphic design, fonts and copywriting.

Branding from a professional's perspective provides far more in terms of quality and value than companies could even grasp. Which is why you should always hire professionals.

**UNPROFESSIONAL**



**PROFESSIONAL**



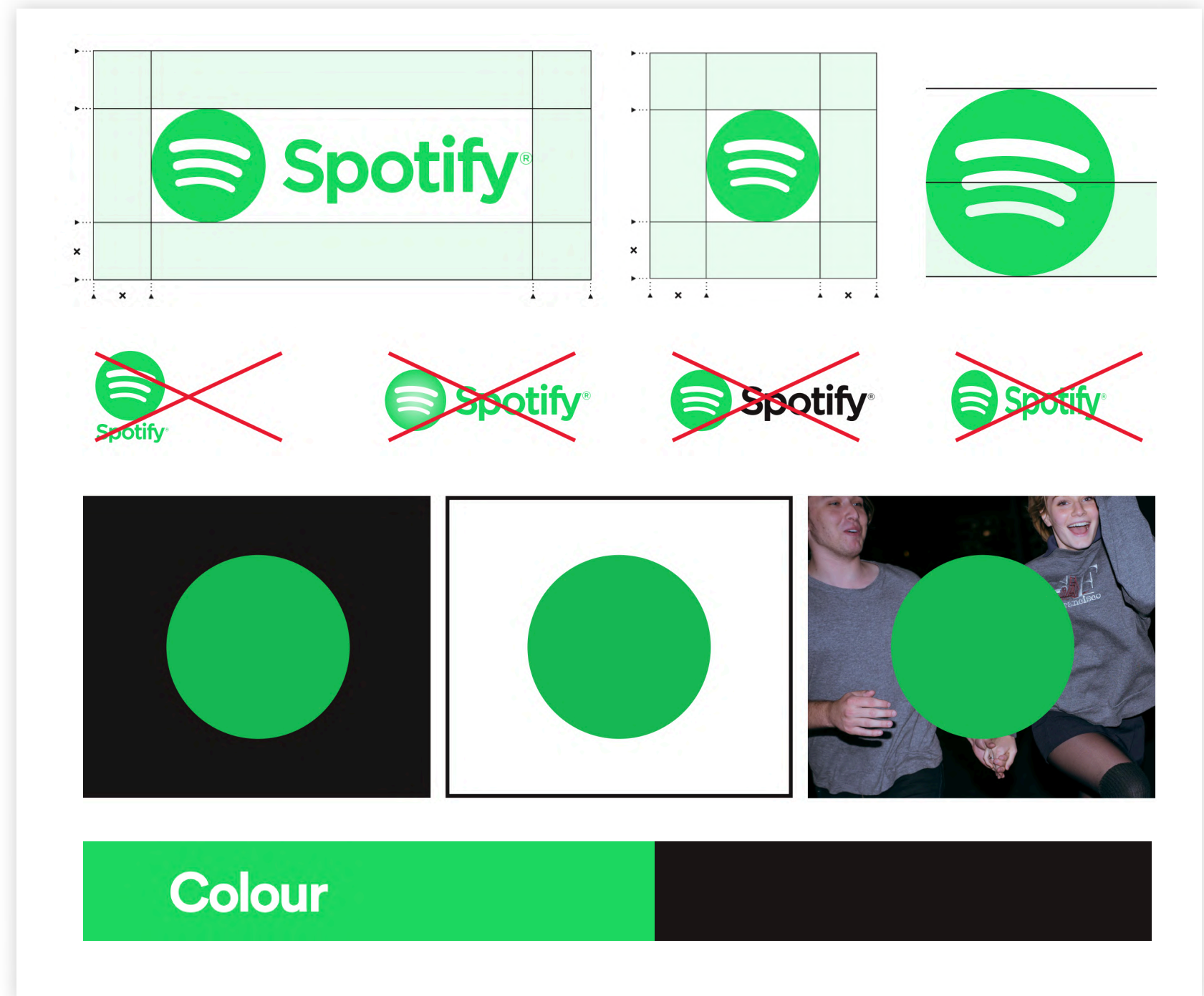
## 4

## Forgetting brand guidelines

Once you've dealt with the enormous task of creating a brand, all you need to insure it by following the branding guidelines.

You need to ensure consistency and authenticity across

- PEOPLE
- DEPARTMENTS
- CHANNELS
- MATERIAL IN-HOUSE



## 5

## Thinking too small

Many small businesses think local. Whereas contemporary businesses are reaching global audiences without making much of an effort.

Employ a professional and do your due diligence so that you don't lose out on international customers.



6

## Forgetting about copy

Branding is a visual endeavour, but the text that you use to persuade your audience is equally important.

Core messages, mission statements, tag lines and content are all essential brand elements that rely on the quality of content which you write.

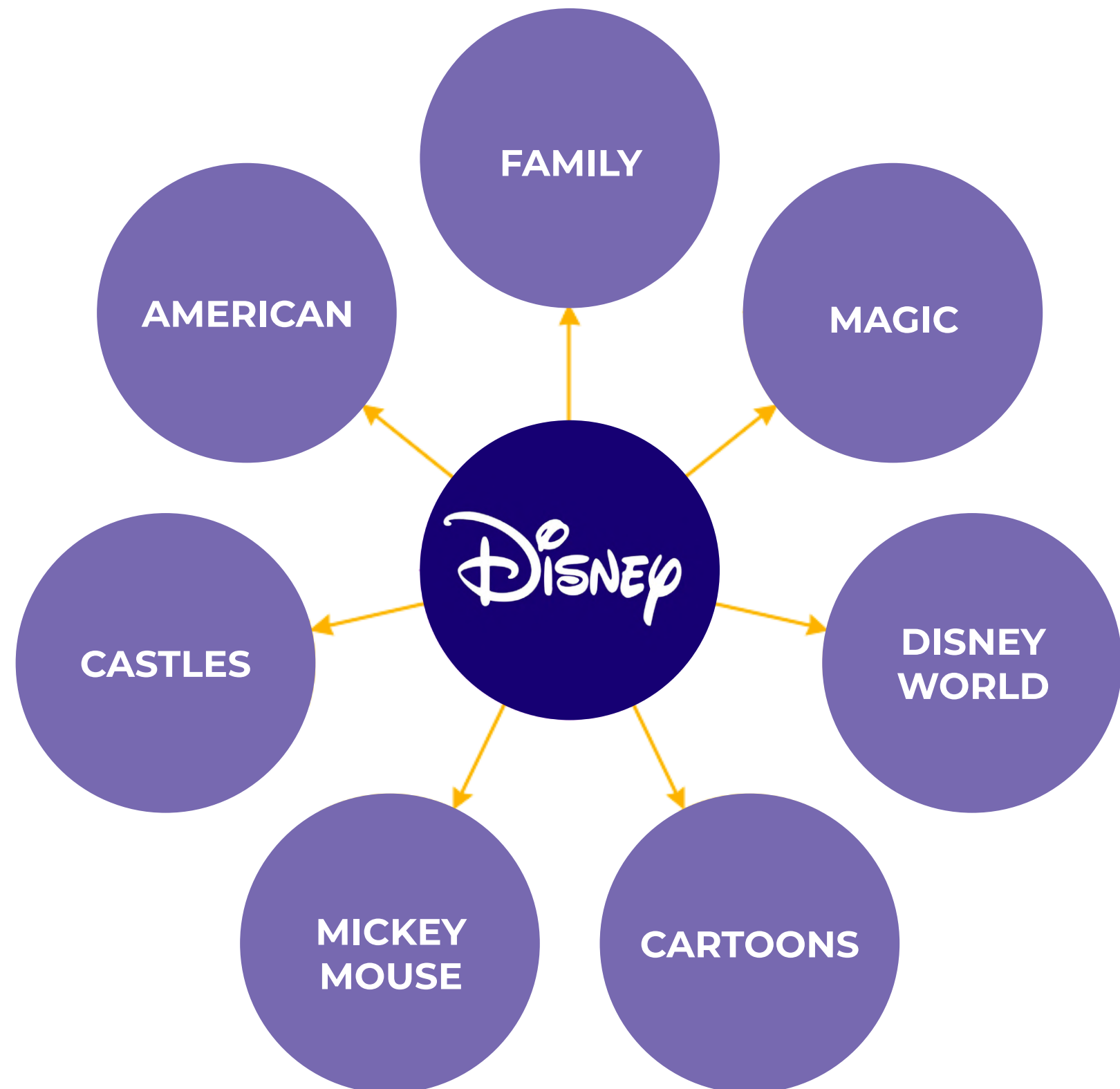


7

## Attaching your brand to the wrong thing

Your associations may bring in money or cause doubts in the mind of your audience.

This can either be baffling or be hilarious, but either way you should be really careful about what you attach your brand to.





## 8

## Attempting to appeal to everyone

You shouldn't try to all be things to all people, because you cannot.

By attempting to appeal to more people and toning down certain elements of your brand and brand personality will not help you attract more customers.

It will leave your loyal audience confused and may repel new ones.



9

## Skipping the brand headline

Solid branding takes a bit of effort, which is why some companies aren't satisfied with their brand image, try perfect it by changing it again and again.

The key here is to stick to your roots.

### ONLINE STATEMENT

**WHAT: THE ONLY** [ WHAT YOU DO ]

**HOW: THAT** [ WHAT MAKES YOU UNIQUE ]

**WHO: FOR** [ CUSTOMER/ COMMUNITIES SERVED ]

**WHERE:** [ REGIONS OF BUSINESS ]

**WHY:** [ CUSTOMER PAIN POINT/ CHALLENGE ]

**WHEN:** [ TRENDS THAT AFFECT YOU/ YOUR CLIENTS ]



# Our Services



Branding



User Interface Design



Social Media & Lead Magnet Design



Design Training & Consulting



Storytelling Copywriting



SEO Optimized Blogs



## About ThriveFinity

We craft human-centric digital experiences, and timeless brand identities for growing businesses around the globe.

Customers are people who like stories, emotions and meaningful communication. We craft brands & experiences with character and soul.

We work with clients from the start of their business lives. For others, we are an extension of their current marketing team.

### Result-Oriented Design

Our process is driven by research and strategic thinking. We study and ask a lot of questions. By taking the time to deeply understand the challenges that confront your business, we consistently deliver effective creative solutions.

### Collaborative Partnership

We approach projects as a collaborative partnership. Client participation is encouraged early and often, as we work together to polish and refine concepts into valuable deliverables. Constant communication along with transparent process guarantee our clients outstanding results.

### Guaranteed Success

Our clients trust us because we are as passionate about their project as they are. When our clients succeed, we succeed. We invite you to partner with people invested in your success.



**Pranav Krishna Unni**

*Founder & Art Director,  
ThriveFinity*





## What our Clients say



### Tim Edwards

Market Entry | Product  
Launch | Rapid & Sustained  
Growth | Startup | Marketing  
Consultant | San Jose,  
California, USA.

May 25, 2018

I am happy to recommend ThriveFinity. I have worked with them on many graphic design projects including website design, product packaging, corporate image, brand messaging and advertising design for predominantly tech companies in Silicon Valley, as well as our own wine company in Chile.

They are very good at listening to the customer, and quickly cutting to exactly what we need. They are clever, diligent, a pleasure to work with, and their results are outstanding. My customers love their work. I recommend ThriveFinity without reservation.

### Get Results Now!

 Call

or

 Mail

## AWARDS



## Why Us?

- Harness the expertise from work on 50+ international projects
- The experience that solves digital communication challenges
- Get result-oriented strategies that guarantees ROI
- Complete, done-for-you white-label service with zero risks
- 100% Satisfaction Guaranteed
- No long term contracts, or commitments
- Expertise trusted by clients all over the world
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