

# woody bibens & associates

## Create an electronic brand.

1. Does everyone have similar e-mail signatures? What information do you want to have included in the signature? A link to your website is a definite. Dates for your upcoming event? A link to new product information? A company logo? Choose colors and fonts that match your website – make it look like they're both from the same company! A signature doesn't have to be black Times New Roman font. Get a little creative – just stay professional at the same time (try using mostly black font but have the most important information in a color font or vary the sizes – just not more than a couple of colors, fonts, and font sizes).
2. Now, think about everything else your company logo is on. For that matter, think about your company logo. Does it match the website? Is it up-to-date and easy to use? Is it simple and professional?
3. If you like your logo, then think about the letterhead, envelopes, brochures, fax cover sheets, business cards, promotional information that the logo is on. Is the style of these pieces consistent? Consistent font, color, look? Is this look reflective of your website? Is it a modern, simple, and effective look? If it's not, then change the it. This can be cheap, very cheap, to do. Create digital letterhead that you can print in house (just type your letter into the digital letterhead and print it all at once). You can print envelopes and business cards in house too. For the more expensive items like brochures, update the brochure and then wait until your old ones run out to print more. Or print more now and use the new ones for the most important meetings and the old brochures everything else until they run out. Just keep your look consistent so people can tell that the website is from the same company as the letter or as the email! Your website is your office, in a sense, for everyone who looks at the website. It is what they see and remember. With this in mind, tie everything back to your website to create a unified brand.