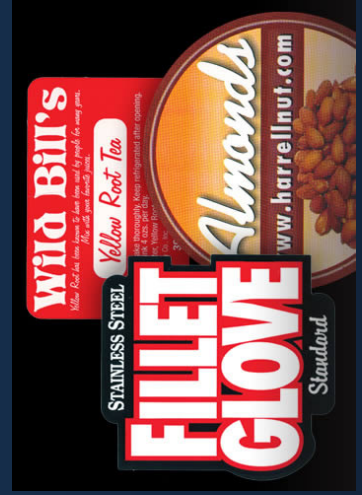


BRANDING AT A GLANCE

- Companies and products need names or symbols by which customers can identify them quickly and easily.
- Branding adds value to your company or product in the customer's mind through a combination of the name, image, colors, logo, and packaging.
- To be most effective, a brand must be consistent and constantly reinforced whenever you communicate with customers.
- Benefits include differentiating you from your competitors, developing a closer relationship with customers, charging a higher price, and a platform on which to introduce new products.
- Successful branding requires a long term commitment and investment, but creates an asset with sustainable value.



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