

# TOP FIVE PILLARS TO ESTABLISH A DISTINCTIVE BRAND IDENTITY



The brand image of travel and hospitality services is fundamental for current and potential customers. Having a clear and distinct brand identity can aid in forming an emotional bond with customers, establishing trust and reliability, and enhancing the appeal of travel and hospitality services. Whether you intend to start from scratch or are already an established company with a long history, you should know that design trends influence users emotionally. There are five key points you should consider defining and executing your branding strategy through your travel brand image. Brought to you by Tourism Review.

## 1. What message would you like to communicate?

First, you should define who you are and what you want to convey.

To effectively define the objectives of your brand and determine the necessary steps to take, it's best to ask yourself a series of crucial questions:

Am I clear about the values of my business? What do I want to highlight? What makes my business different from others? Who is my target audience? How can I communicate my message effectively? How can I create a memorable experience for my audience? Finally, how can I measure and evaluate the success of my strategy so that I can readjust it if necessary?

It is essential to consider these answers when designing or redesigning your logo. Your logo will set the tone for the rest of your communication and should reflect these key points. If you are looking for a timeless design, minimalist logos are still popular for their simplicity and brand identification.

## 2. Choose a font and define the color palette

It is vital that, at this point, you spend time defining appropriate fonts. We already know that serif letters convey elegance while sans serifs convey modernity. Now, if you want to set the trend this 2023, you will have to bet on fun and unconventional fonts. The bold weights and large sizes within the sans serif family are the most chosen to make an impact this year.

Experts also recommend using a limited palette of colors that is not very extensive. For a few years now, vibrant and bright colors have been the ones that have caught the attention of users, as they bring freshness and personality to brands. If you have doubts about the best combinations, the Adobe Color online tool can be handy for generating the color range of your brand.

## 3. Generate a brand book

You need to define the authorized versions of the logo. There are various formats and digital supports, so it is important to have complete and responsive versions to adapt the logo to each occasion without losing its identity.

These responsive variants have been possible thanks to the .svg format, which allows you to display

tiny vector shapes with excellent quality on the screen.

Compiling all relevant information into a corporate identity manual is essential to ensure easy access and provide guidance for all creatives working for your brand.

## **4. Reflect the corporate identity in your images and videos**

Other important aspects that will always accompany your brand and that you should consider are the style of your images and/or videos, which will complement the message you want to convey.

Brand communication experts encourage defining the style that will identify your brand so that you can later apply it to your images and videos and reflect your corporate identity through them.

Taking photos and videos regularly and making them part of your business routine to have a prominent presence on social networks is also recommended.

There are endless possibilities, and with ingenuity, you can generate high-quality content that attracts your followers' attention and creates interaction on your profiles.

## **5. Create compelling content**

Images connect more with users than text, but you should consider the importance of defining your brand's tone and message.

Also, it is crucial to consider the channel where the content will appear. If you want your content to stand out on social networks, more is needed to create a good text: you must also consider the channel where it will be published. Each social network has its own personality, unique tone, size, and style that you should keep in mind when writing and posting your content.

For example, on Instagram, a picture is worth a thousand words, and hashtags can help your posts reach a wider audience. On Twitter, however, brevity is critical, and you need to be concise enough so that your tweets stay aware of the deluge of information constantly being posted.

On the other hand, if you have a newsletter service, you must ensure that the balance between the image and the text encourages the user to read it. But that's not all; including a clear and direct CTA (Call To Action) in your newsletter is also essential. Do you want your subscribers to visit your website and end up making a reservation? Include a button or link that encourages them to take that action. Remember that your newsletter is a powerful tool for building relationships with your customers and promoting your brand, so make sure you make the most of it.

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