

## **Don't Judge a Book by its Cover...or Should You?**

By Lisa Gulette, CreatiVisibility, May 9, 2007

The old saying, "don't judge a book by its cover" had its appropriate application, but fortunately as a society we don't follow this advice too often. Judging "a book" by its cover saves us money!

When it comes to identifying our favorite books or brands, without a familiar "cover" or label we may choose a different product and be disappointed with the quality, thus wasting our money and resources. People come back to a product or business that they had a good experience with previously.

This is why branding our product and business is so important. Branding promotes customer loyalty, but sometimes customers remember the look of the product before they remember the name or the company name. A strong image or logo associated with your product and company will be familiar to a new customer and become embedded in the minds of loyal customers. It is that familiar logo that the customer sees, and good thoughts go through the back of their minds, whether they see the brand on the shelves, in a magazine, on a store front, or in their home. A good logo is always at work advertising your company or product.

A brand often includes a logo, fonts, color schemes, a strong somewhat abstract symbol, and sometimes a jingle or tag line, which is developed to represent values, ideas, and persona.

### **History of Branding**

In the 19th century, industrialization saw the need to package goods to move them in barrels. These barrels were literally branded with a unique insignia or logo to identify the factory where the products were manufactured. These factories started generating mass produced goods and sold them to a wide market familiar with these local goods. It happened that a manufactured product without the branding didn't sell as well as a similar product with the brand label. Thus, the importance of branding with a logo was discovered.

For more information about CreatiVisibility and how it can help you build your brand or create your logo, please contact us through the Web: [www.CreatiVisibility.com](http://www.CreatiVisibility.com).