



Khutaza Philosophy

Our philosophy for developing identities drives this process, and our clients benefit. We believe identities and logo's need to be:

Distinctive.

There are few truly unique design ideas in the world, what matters is that yours is distinctive enough that you "own" it in the minds of your market.

Clear.

Crystalize your message(s) into a single focused meaningful idea, and then 'show it'.

Practical.

Identities are printed small, in print or on-screen, in black on white, in colors, and sometimes in reverse too so make sure your message holds up well to each these conditions.

Simple.

Use only one idea, one meaning, one focal point. If it is a logotype, it has only one method or process to it special – like Coca-Cola's wave.

Appropriate.

Does it resonate with the audience? Audiences are young, old, hip, conservative and your business identity needs to resonate closely, otherwise you've lost the market you wanted to reach.

Guidelines for successful branding

What is your brand's vision?

What values does your company subscribe to?

What are the good and bad features/attributes of your brand (company, product, service)?

What are the bad aspects of your brand, and how can you dispose of them?

What are the practical benefits associated with each of the good features/attributes?

Can you extend those features and benefits to form emotional characteristics for the consumer?

What are the emotional reasons why customers might buy your products/services?

What are the rational and emotional personality characteristics of your brand?

What can you do to bring these personality characteristics to life?

How can you use the brand personality to attract and retain more customers?

How can you deliver on the promise of your brand?

How are you going to generate more trust in your brand-customer relationship?