**Subject: Five Visual Components Of A Brand**

Dear NAME,

A brand is more than words. It’s more than a tagline, a unique and personable voice, and a consistent style. A brand is also visual. Images, colors, and even your font all play a role in how your audience perceives you.

Humans are visual beings. We often create an impression in our mind of a company based only on the visuals. Before your prospect reads a single word, they may have created a definition of who you are and what you’re about. They’ve started the decision-making process.

This means that the visual elements of your brand not only need to be aligned with your brand definition, they also need to be strong enough to speak on their own. So what goes into a brand?

**What are the visual elements to consider?**

1.) Website header – Your header is likely the first thing that a website visitor sees. It should start the branding process. Your header will likely contain your company name, your tagline, and an image. Your header can evoke emotion or leave visitors flat.

2.) Logo – Many organizations fall short with their logo. A logo should be simple, memorable, and expressive. Keep in mind that you don’t need a logo; however, it can be an effective branding tool when it’s done right.

3.) Colors – Colors evoke emotions. Make sure that the colors you choose for your website, logo, and marketing materials all reflect the emotions you want your audience to feel.

4.) Font – The font you choose is important. It needs to be easy to read. It should also convey the right image. For example, a tax accountant probably doesn’t want to use Comic Sans as their website font.

5.) Photos/images – There are different photographic and image styles to consider. For example, some businesses use a cartoon or drawing style for their images, while others are more stylish or traditional. The images you use also need to support your brand definition.

It all works together, words and visuals, to help you create a consistent and cohesive brand message. As you create your website and marketing materials, make sure to keep your brand definition in mind.

Over the past few emails we’ve mentioned the term “tagline” a few times. Next time we’ll take a look at what a tagline is and offer a few tips to write an effective one.