



Brand Identity

Mark Ford, Whitespace XPO Ltd

<https://www.linkedin.com/in/markiford/>

More so than ever, it's important that our brand identity and values align. Gone are the days when a brand is judged on its appearance alone. In today's connected world, with multiple channels on engagement, building a brand identity is a multi-disciplinary strategic effort with each element needing to support the overall message and goals.

Topics Covered:

- What is Brand Identity?
- What is a Brand Value?
- Understanding the relationship between Brand Identity and Value?
- How do I build a Brand Identity?
- Why is it important to understand Brand Loyalty?