

01 >> 

Clearly define your goals. What do you want to communicate and who do you want to communicate it to?

Are you adopting the right type, graphics and image systems to appeal to your audience?



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03 >> 

If you have a strong point of difference with your competitors, exploit it at every opportunity.

Be consistent. Develop a style guide if necessary to ensure your audience experience is the same every time they come in contact with your brand.



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View your work from an audience's point of view. Ask whether you're communicating the intended message in a clear, concise and creative way.