

# Let's play... "Guess that brand!"



# The benefits of consistency.



What does a consistent brand communicate to your customers?



## **Authenticity.**

People can spot a ruse from a mile away. Staying true to your core identity shows that your brand is a part of who you are, not something you whipped up just for marketing purposes.



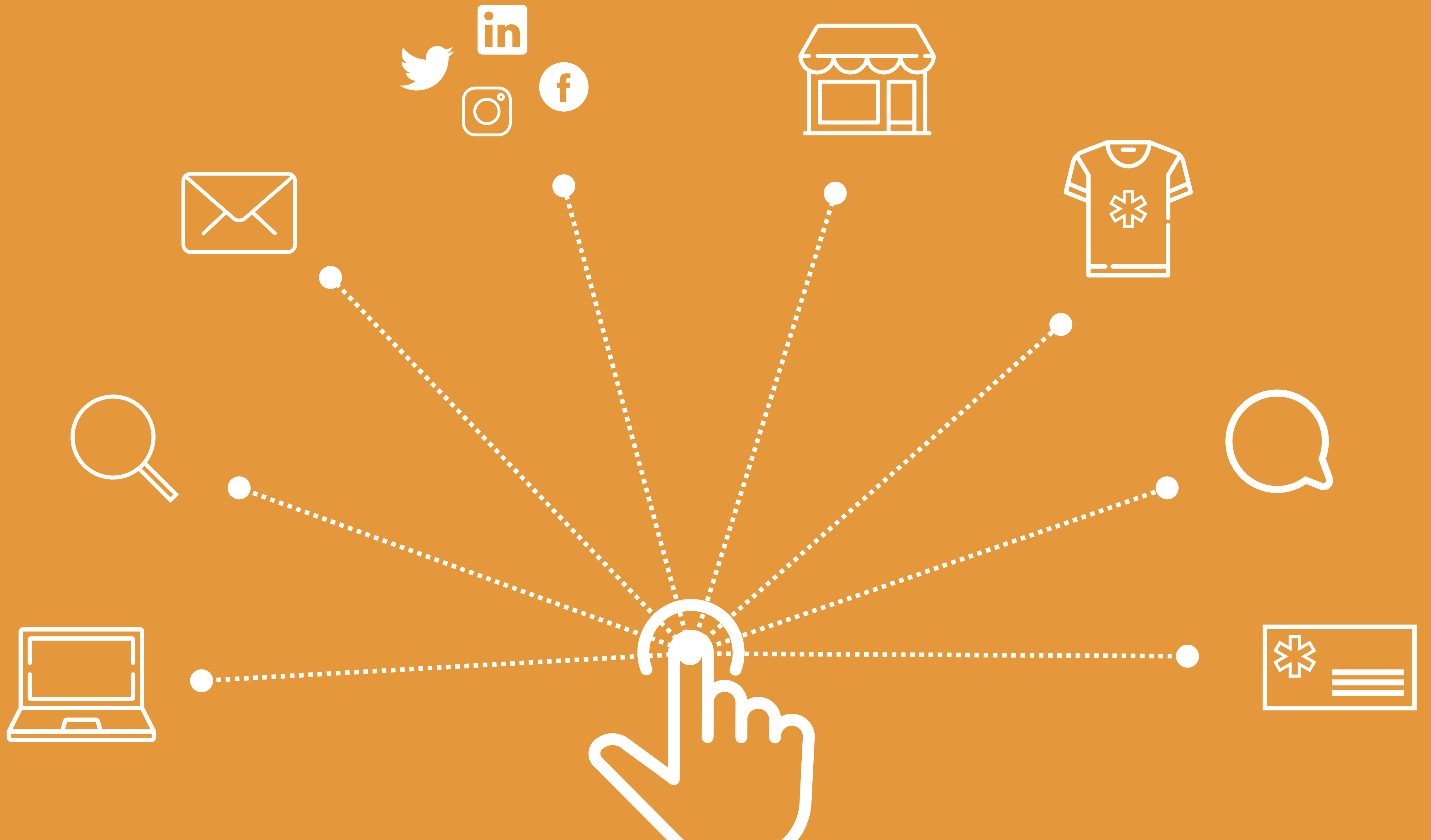
## **Clarity.**

A simple, clear message, delivered with consistency, builds trust, confidence, and long-term brand loyalty. On the flipside, inconsistencies cause confusion and uncertainty, ultimately doing more harm than good.



## **Care.**

People take notice when you care enough to sweat the small stuff, and they trust that you'll do the same for them as your customer.





**Your brand is not a  
product or a service.  
It's a promise.**



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