



### **Defining Terms:** Marketing vs. Branding vs. Identity

Like most industries, the field of marketing communications has its own terms and often they are used interchangeably. The goal of this article is to define these terms, distinguish their differences, and shed light on what to ask for if you're considering these services for your company.

**Marketing** requires a comprehensive effort that considers a company's budget, customer analytics, industry trends, and fiscal goals. This data is compiled and considered as a strategic plan is written to position and promote the company.

**Identity** development is where innovation and imagination meet to create the artwork that becomes the visual representation of your company. Color, visual appeal and specific word choice bring an organization to life visually. This includes creating logos and trademarks, choosing color pallets, and a look/feel that is recognized through all media channels.

**Branding** merges these two different ways of thinking into an engagement plan. Essentially, branding is the business of managing public perception. It's a planned effort that uses a look/feel designed to engage and capture the loyalty of the target audience. Branding builds trust with the customer and creates predictability, both visually and with messaging. Branding plans are formulated with strategic marketing data and use the visual vibrancy of identity development for effective communications.

- Cathy Copeland

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