



# How to Launch a Brand

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# How to Launch a Brand

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## **How to Launch a Brand** Finien Consultancy

Your Comprehensive Guide to Launching a Brand: from Naming to Identity to UI/UX Design Expert insights based on over a decade of professional experience transforming new product and service companies from ideation phases to tangible brand realities. Each of the five key phases of launching a brand are broken down into practical guidelines designed to help you understand the 'why' behind the 'how' as well as who to bring to the table and how to make decisions along the way: 1. Creating a Strong Foundation - Your Brand Platform 2. Naming Your Venture in a Meaningful Way 3. Timeless Identity Design Creation 4. Your Brand Atmosphere Touch Points 5. Thorough Website Structure & Design How To Launch a Brand was written with three key audiences in mind: + A primer and 'how to' guide for disruptive entrepreneurs along the path of launching their new venture the right way - as a brand. + An insightful refresher with easy to digest key takeaways and insights for seasoned CMOs to use while collaborating with their agencies and in-house staff during innovative new brand and sub-brand launches. + An informative read with six key curriculum components to be used in academic business class settings.

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