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Post: Vegan company brand format



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Content

Investor-friendly business practices: part 4. Others: see part [1](#), [2](#), and [3](#) and [investor series](#)

Disclaimer:

I'm not an expert in legal or other business matters, just an investor who's seen many contracts. I'm just providing my opinions based on my own experience to help educate those who seek my knowledge. Anything in regards past what I say, especially when implementing something in reality (including what's thought up in one's head), should be consulted with appropriate (legal, business, etc.) experts.

Before starting part 4:

It's up to a company to create a [brand](#). Once created, it would be placed everywhere to show where your company's located. Placement even is key to carrying legal weight - especially when creating contracts for investors, employees, etc. (see part 3 of the investor-friendly business practices series). Companies create brands by having a unique formatting for the company, to reveal its unique personality to distinguish itself from other companies.

List of (including, but not limited to) what to format:

- company name
- imaging - icon/logo, letterhead, etc.
- styling - font, spacing, color theme, sizing, etc.
- likability - i.e. what makes you unique that potential customers, investors, etc. choose you over everyone else
- promotion - pitch, slogan, etc.
- legal ownership - copyrights, patents, etc.
- finances (i.e. financial appeal) - statements, revenues, etc.
- consistency - the branding should be the same throughout (so that everyone knows where the business is coming from and is about - and can contrast with where it's located, such as with partnerships with other companies)

Not included (due to being generic - i.e. potentially be done by other companies as well):

- product
- product line
- target audience
- purpose
- reason for formation
- location

To make it vegan:

- be aware of vegan labels
 - optional - get certified
 - apply styling to match
 - ex's - green, V (for vegan), mentioning the word 'vegan', etc.
- add veganism to all aspects of the business from both lists I have above



Comments

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