

## quick guides

[excerpt] | How much you can expect to pay for the creation of your brand is the \$64,000 question. The answer is that the fee doesn't have to be astronomical.

Creating a brand is often a classic case of **getting what you pay for**. Your cousin may create a name and commensurate logo (without applications like letterhead, signage and packaging) for \$500, or you can pay an international identity and branding company \$100,000.

Our recommendation is that emerging companies look for an **in-between solution**. Look for a company that is experienced in branding small or start-up businesses, and that understands your timing and budget constraints.

Look for a company experienced in branding small or start-up businesses, and that understands your timing, budget constraints and style.

Before choosing a branding, naming or identity company, scrutinize its portfolio to **make sure their style matches your tastes**. Also, don't hesitate to ask for references—they should be proud to provide them.

Finally, remember that **branding is a serious, long-term investment**. If you're going after or have received outside financing, **it should be a line item in your budget**. Building a brand is a core business activity, as important as leasing office space, recruiting the right people and developing your product or service.

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