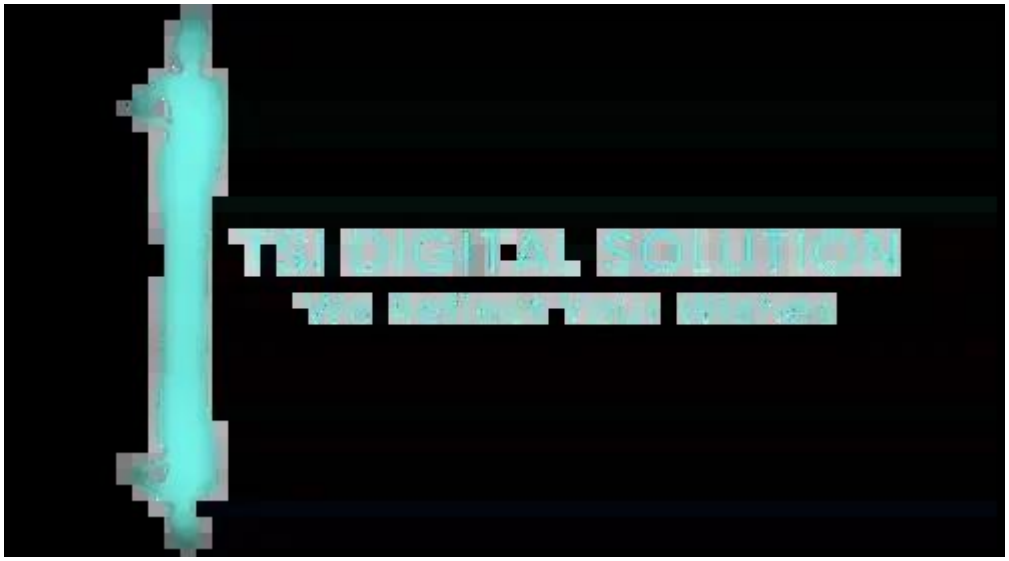
Building a Brand Identity That Converts

Category: Branding
August 16, 2025

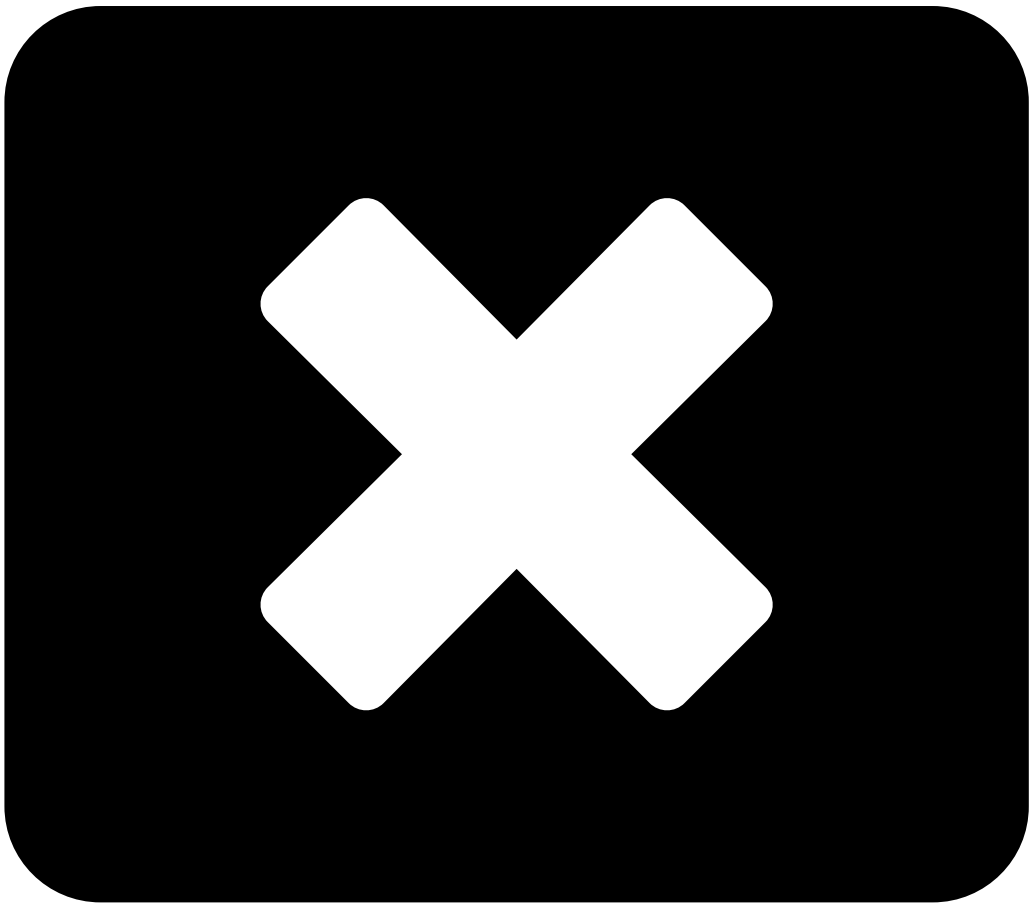




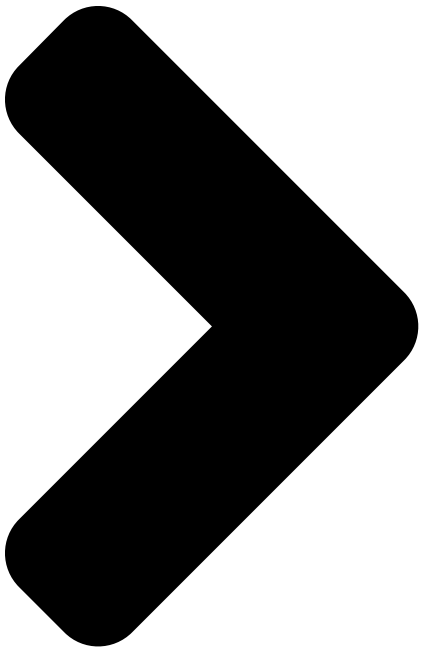






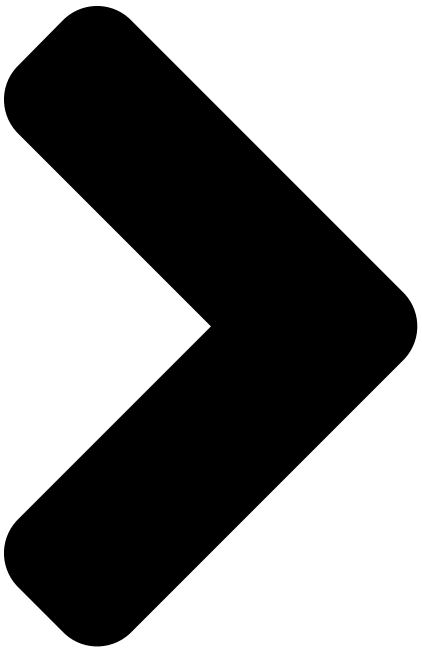


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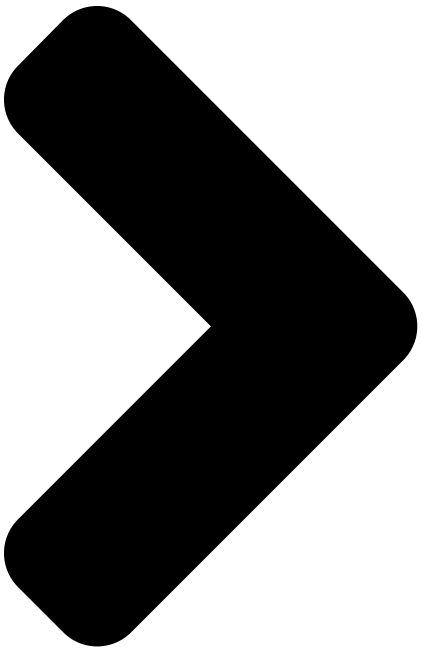


About us

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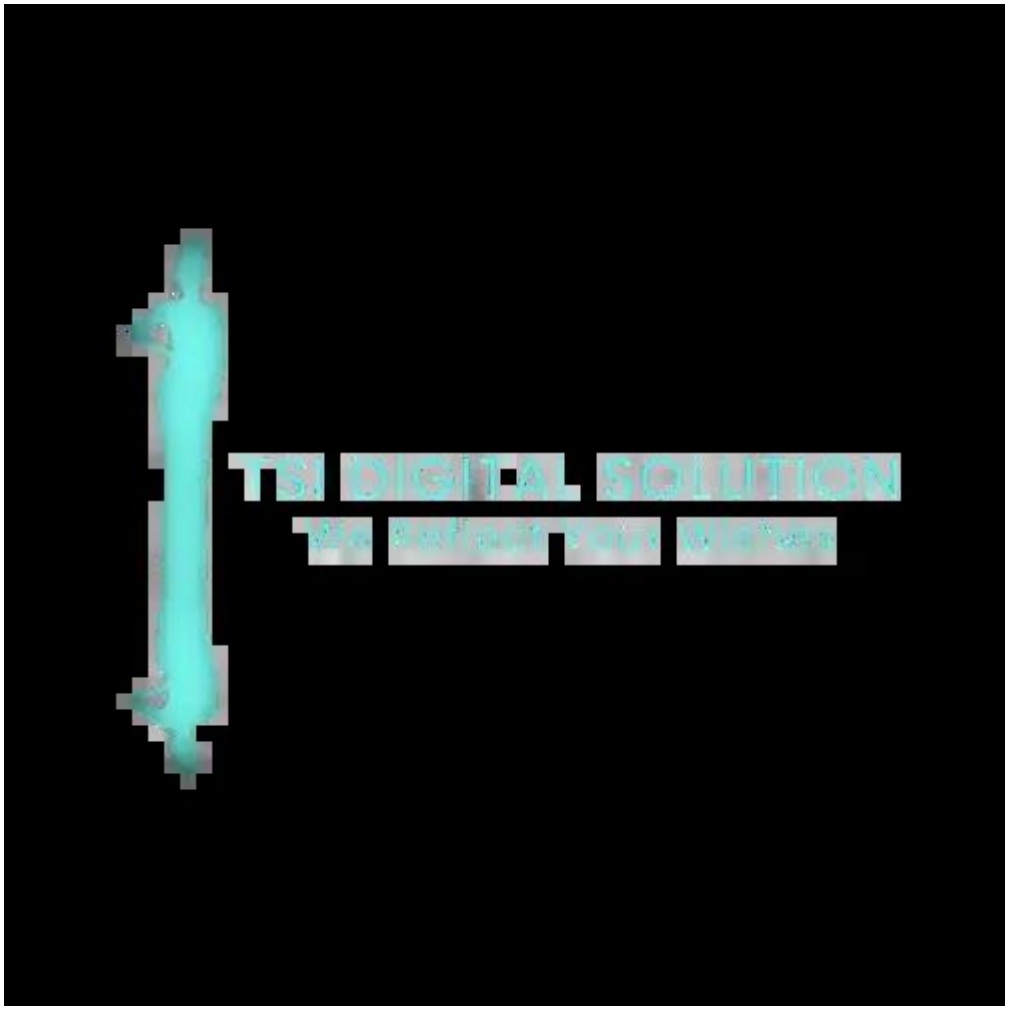
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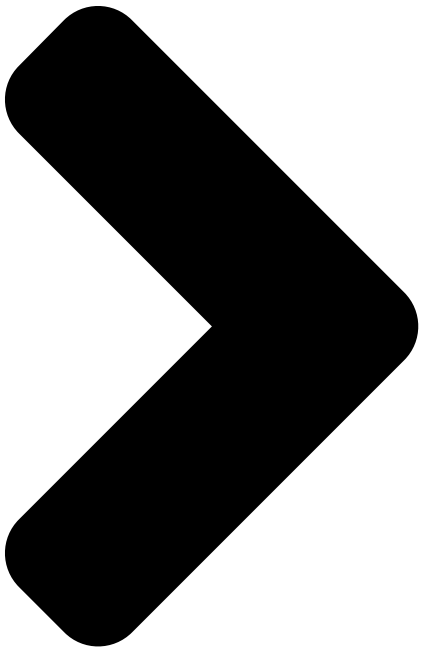


Login Team TSI Digital Solution

Reach out

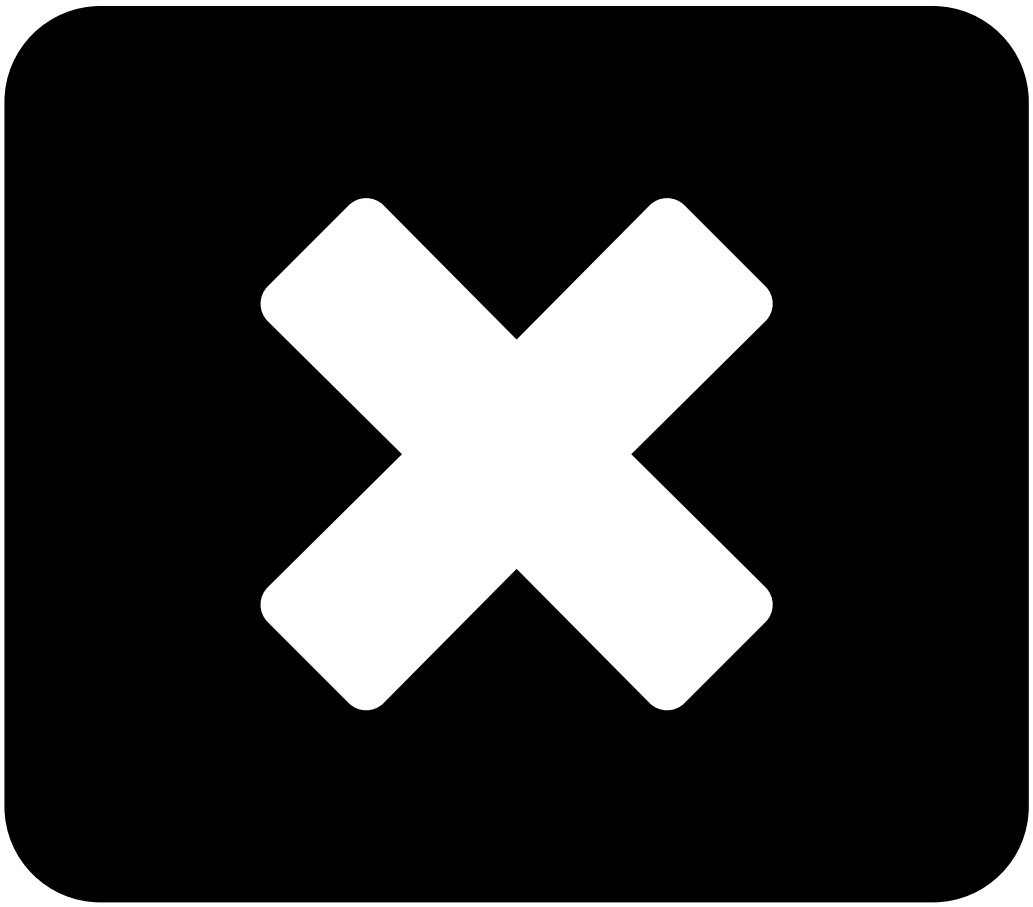
What we have realized


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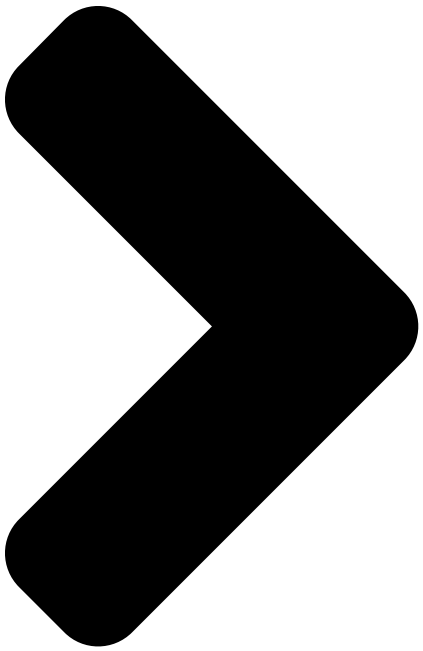


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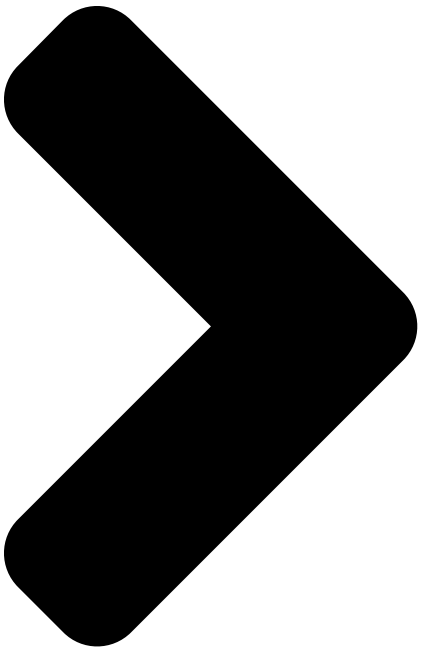


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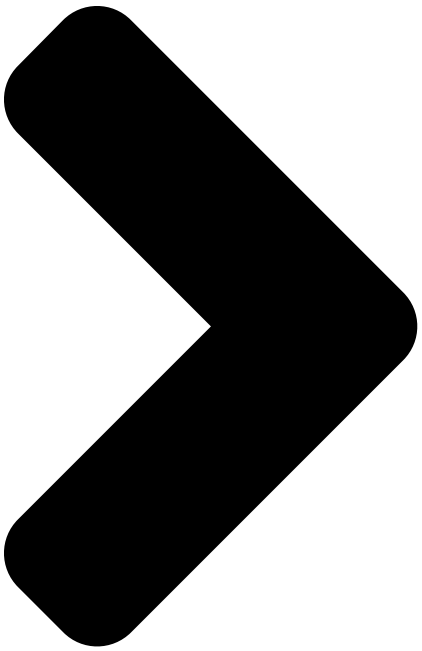


Services

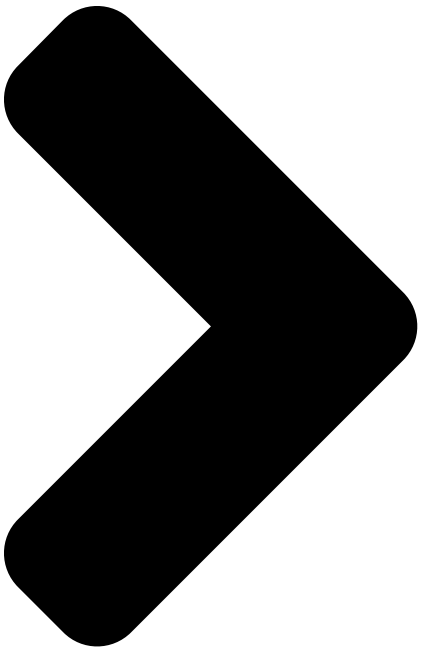
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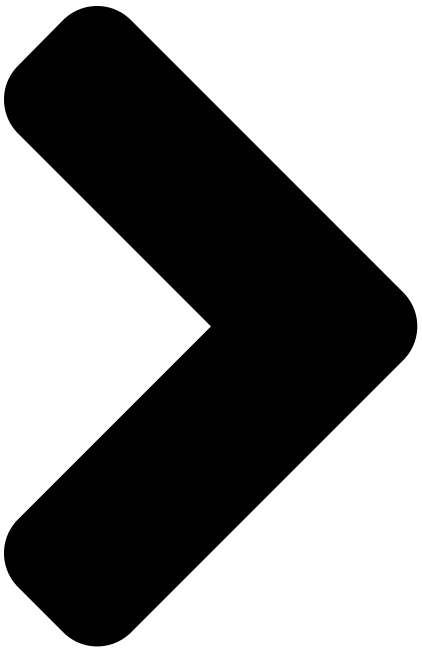
Web Design & Development



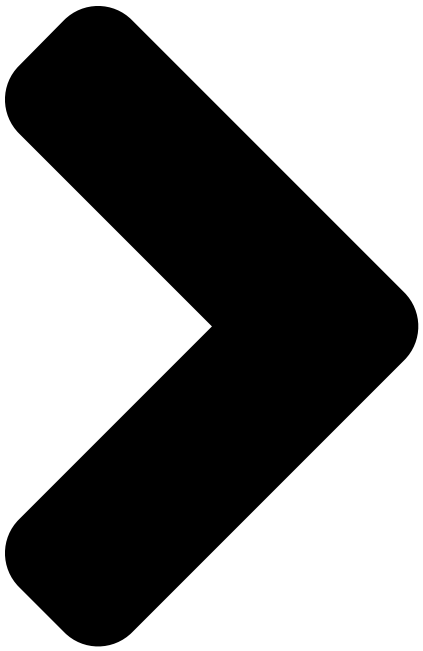
- Hosting



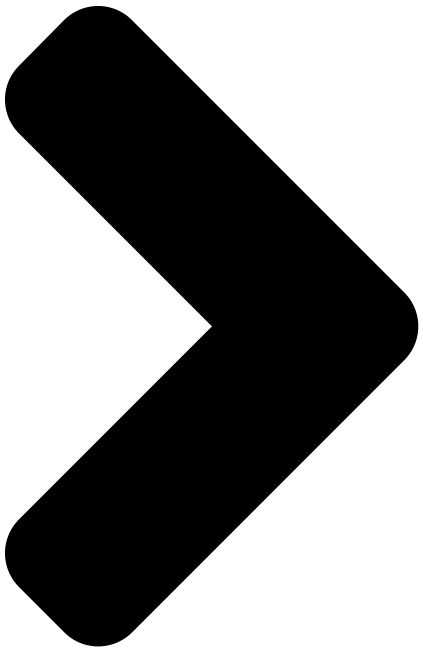
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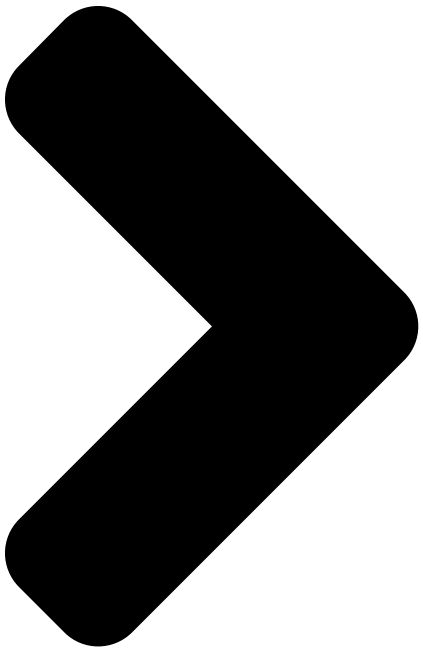
App Design & Development



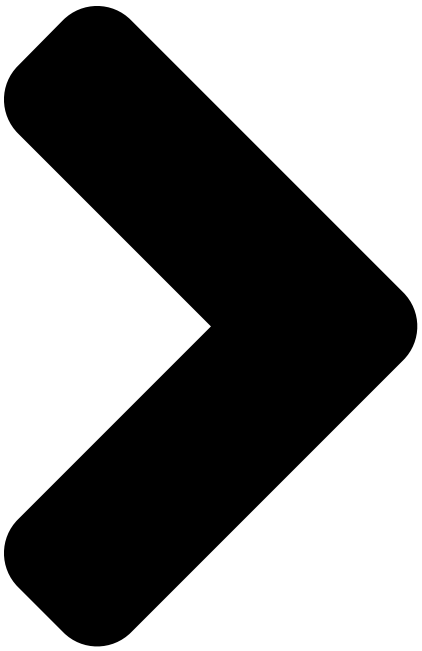
AI Agents



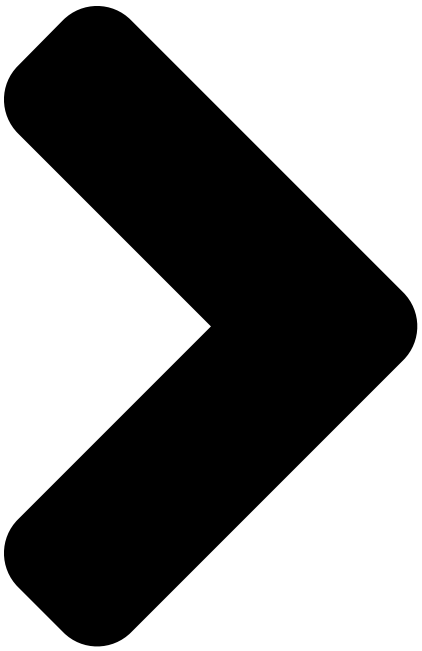
e-Commerce



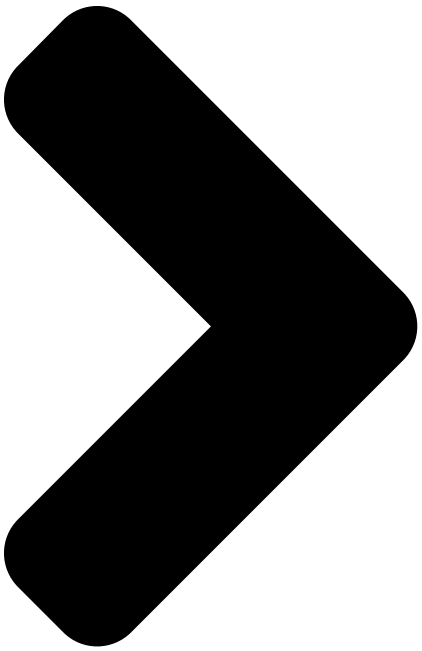
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

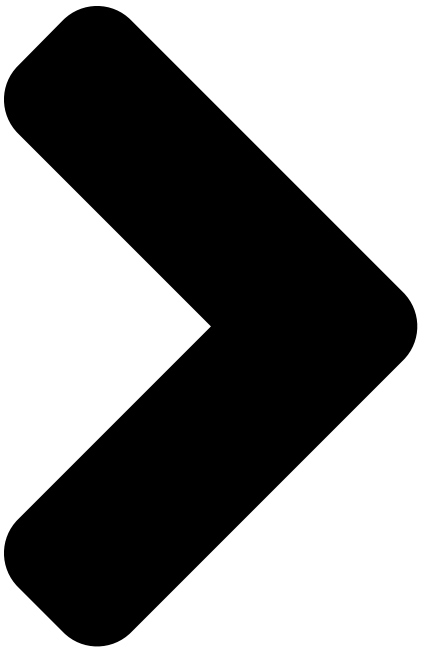
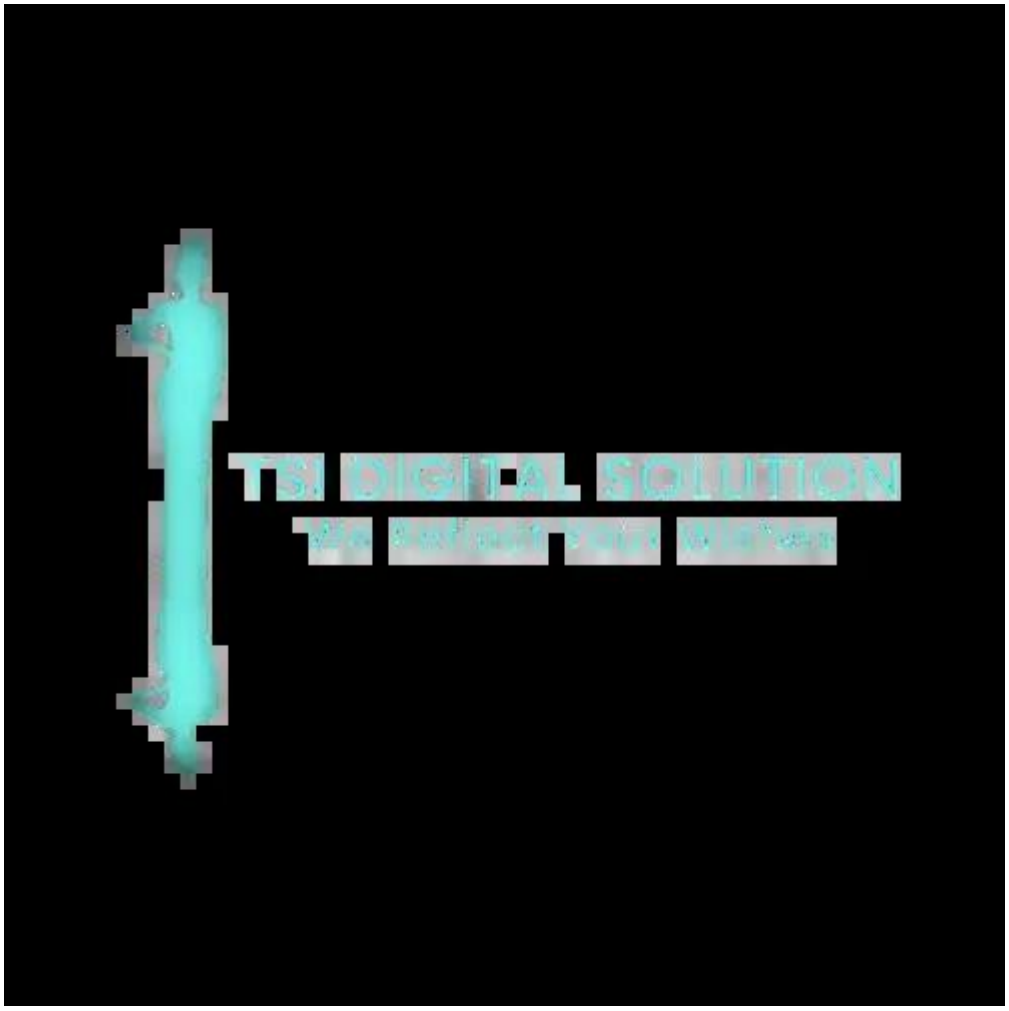
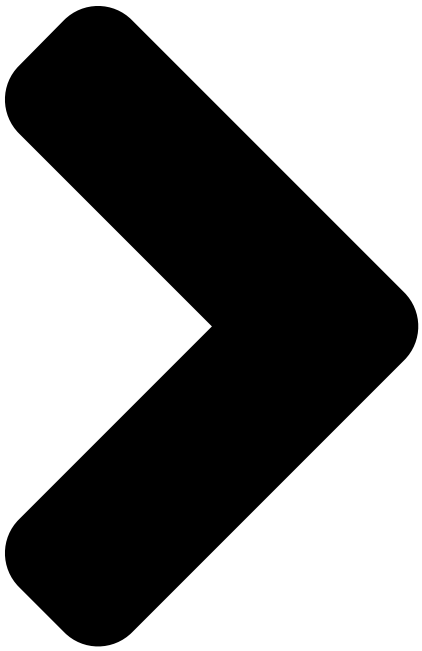


Photo- & Videography

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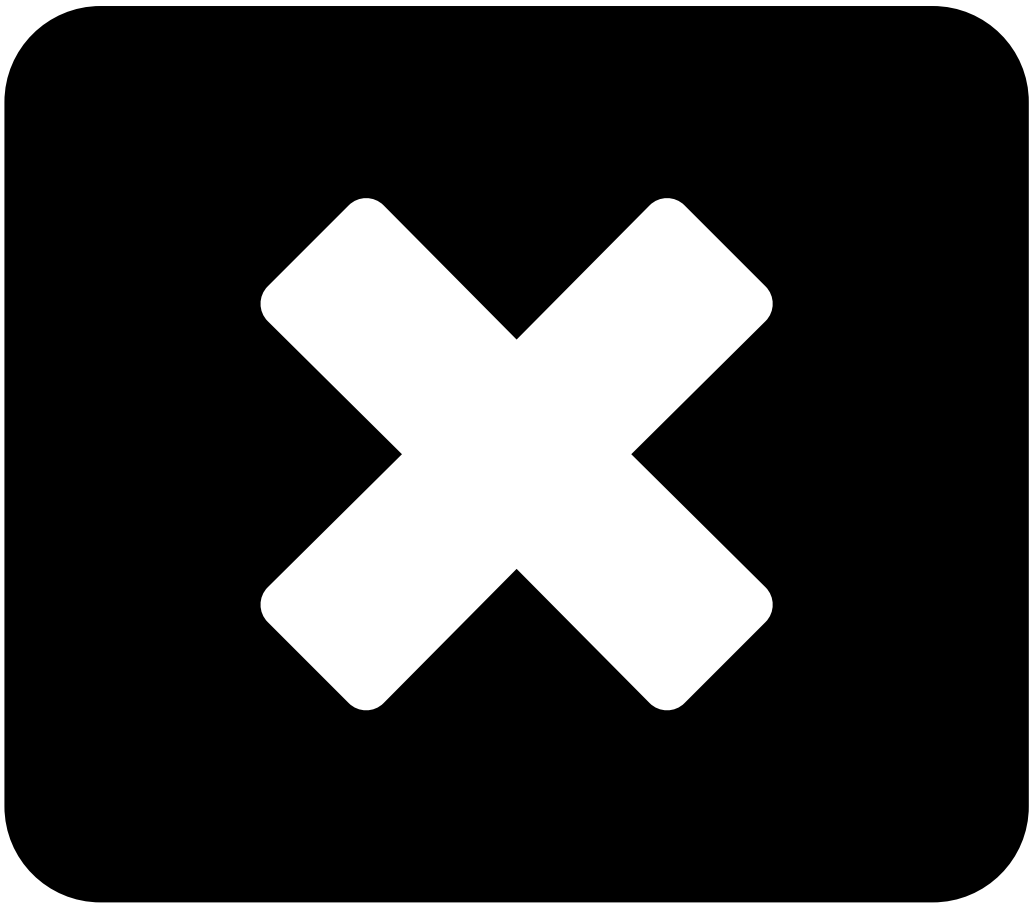
The way we work


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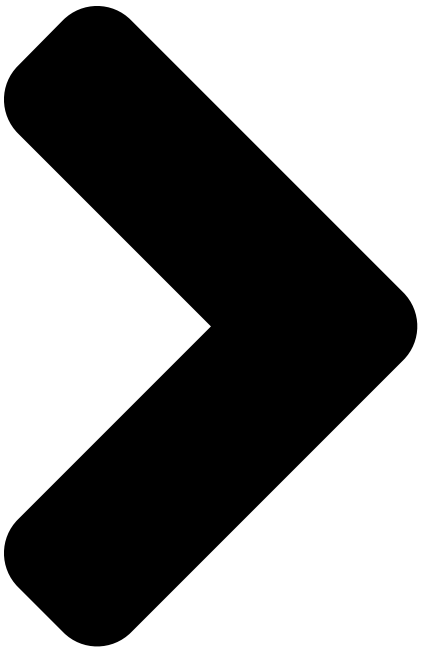


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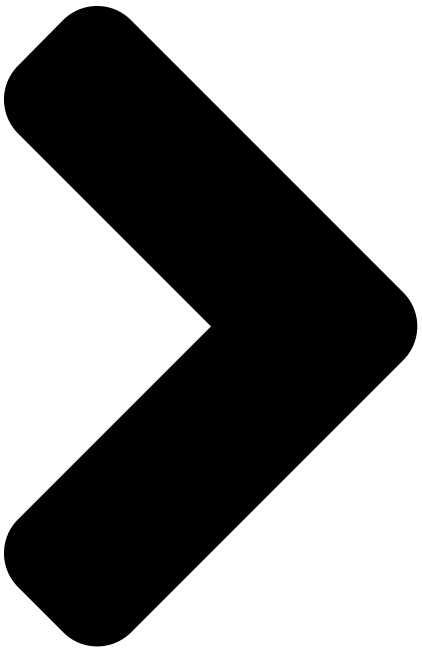
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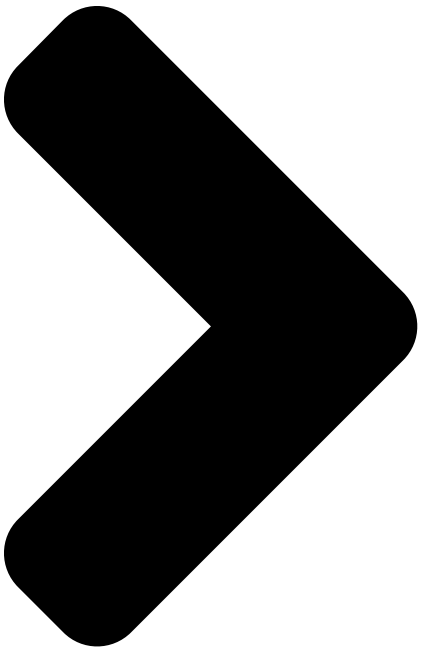
Realized projects

Calculate an estimate of your project costs directly online

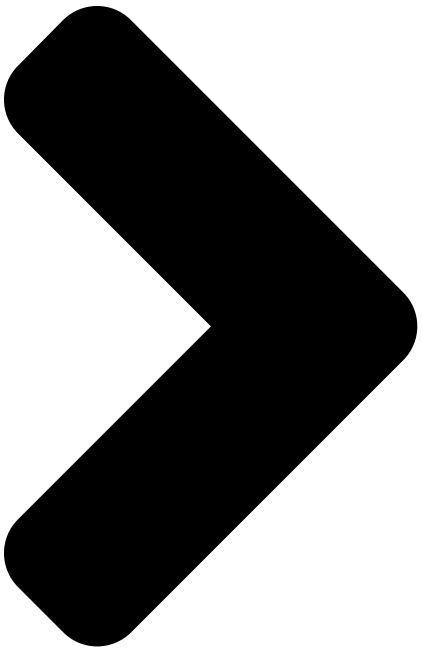
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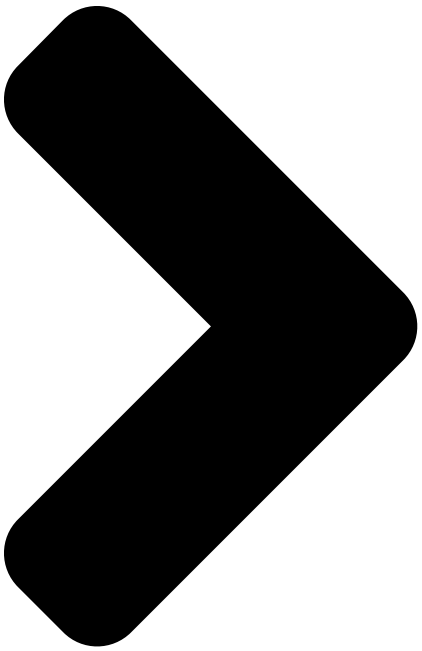
- Cost calculation for my website



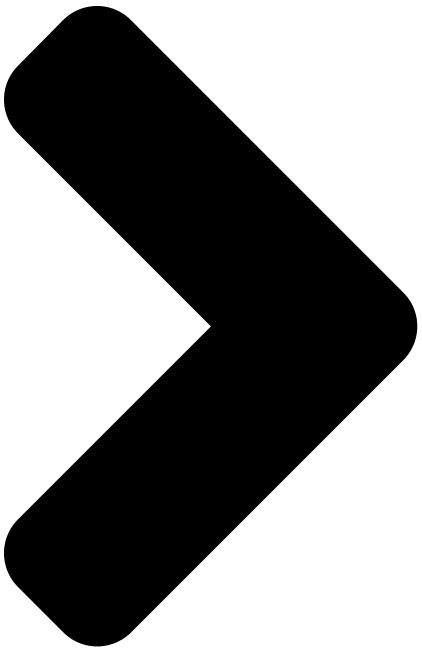
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



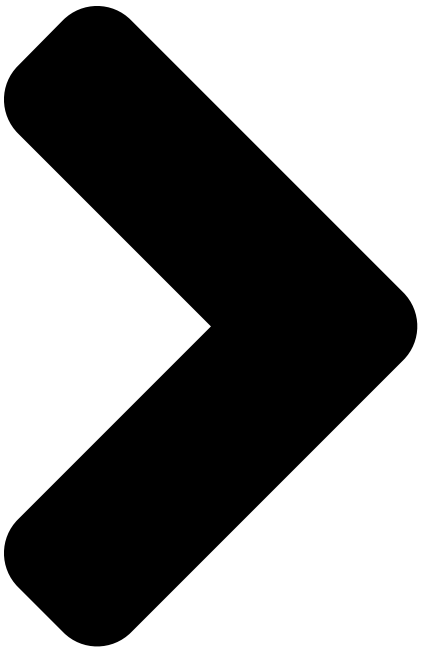
Contact us for a personal App



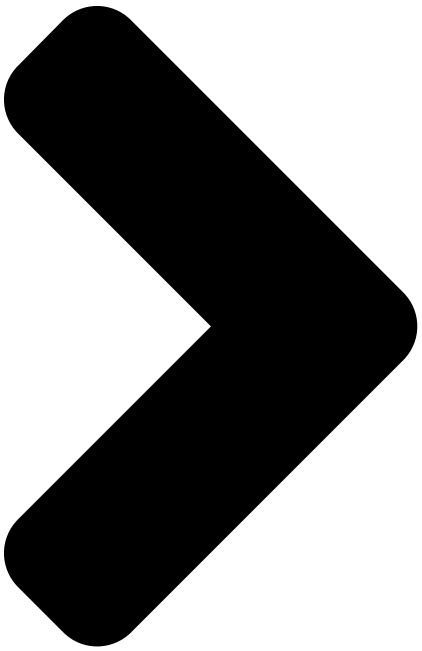
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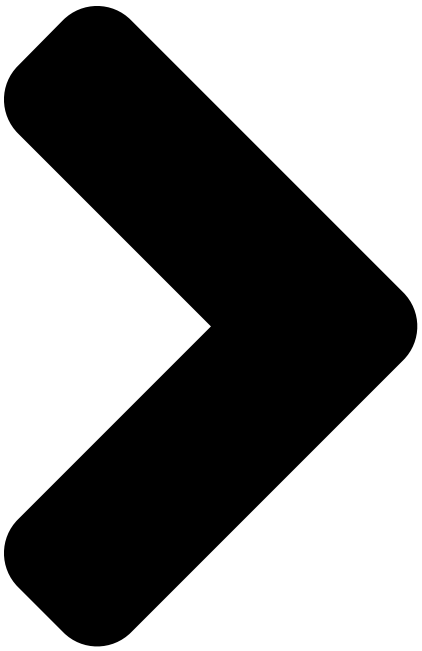
Cost calculation for an e-commerce shop



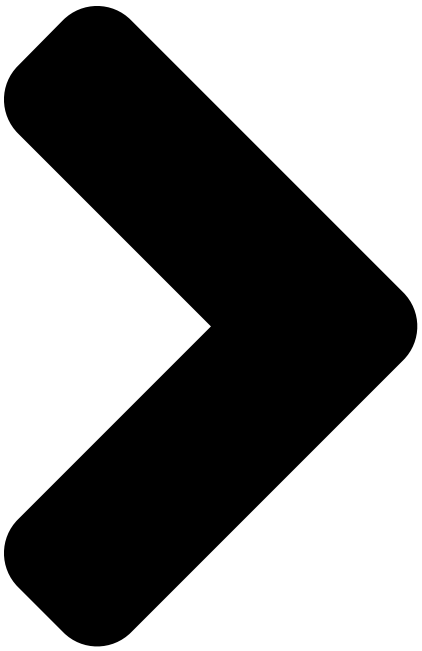
- Contact us for branding



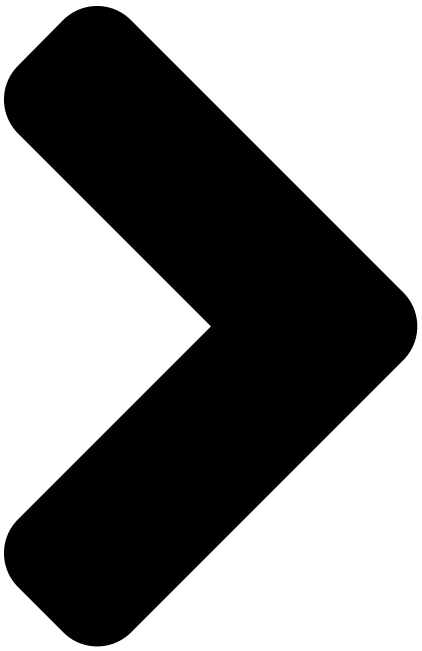
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



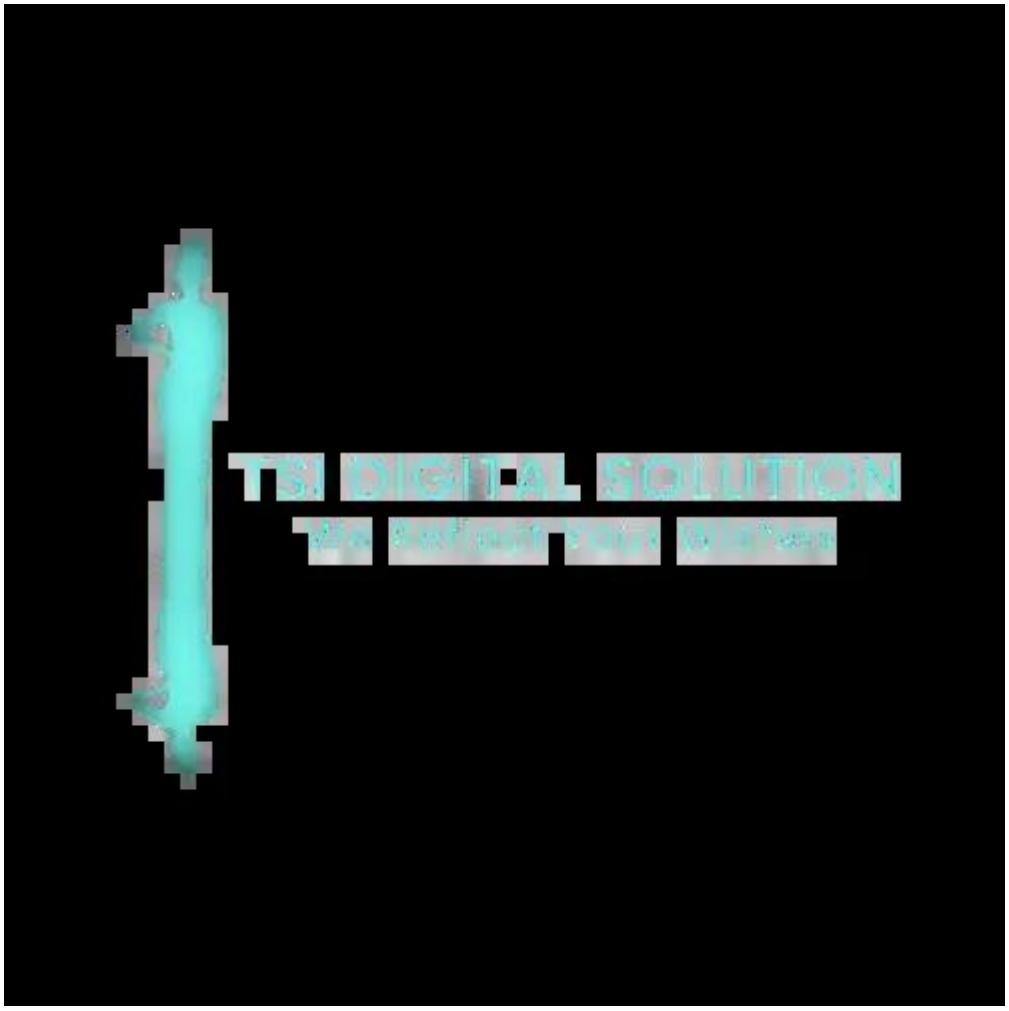
Cost calculation for Copywriting & Translations

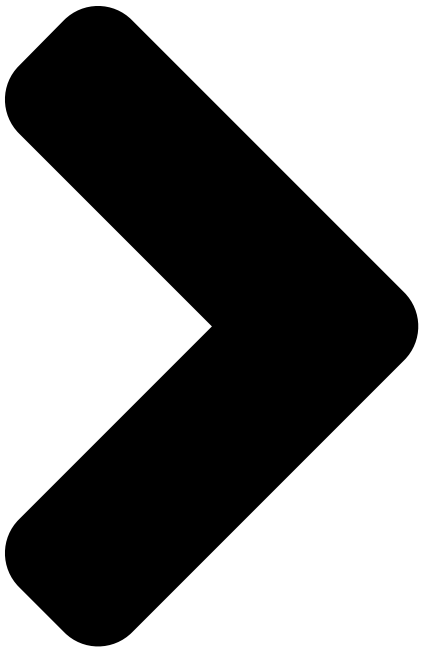


Cost calculation for Photo- & Videography

Get a detailled quote

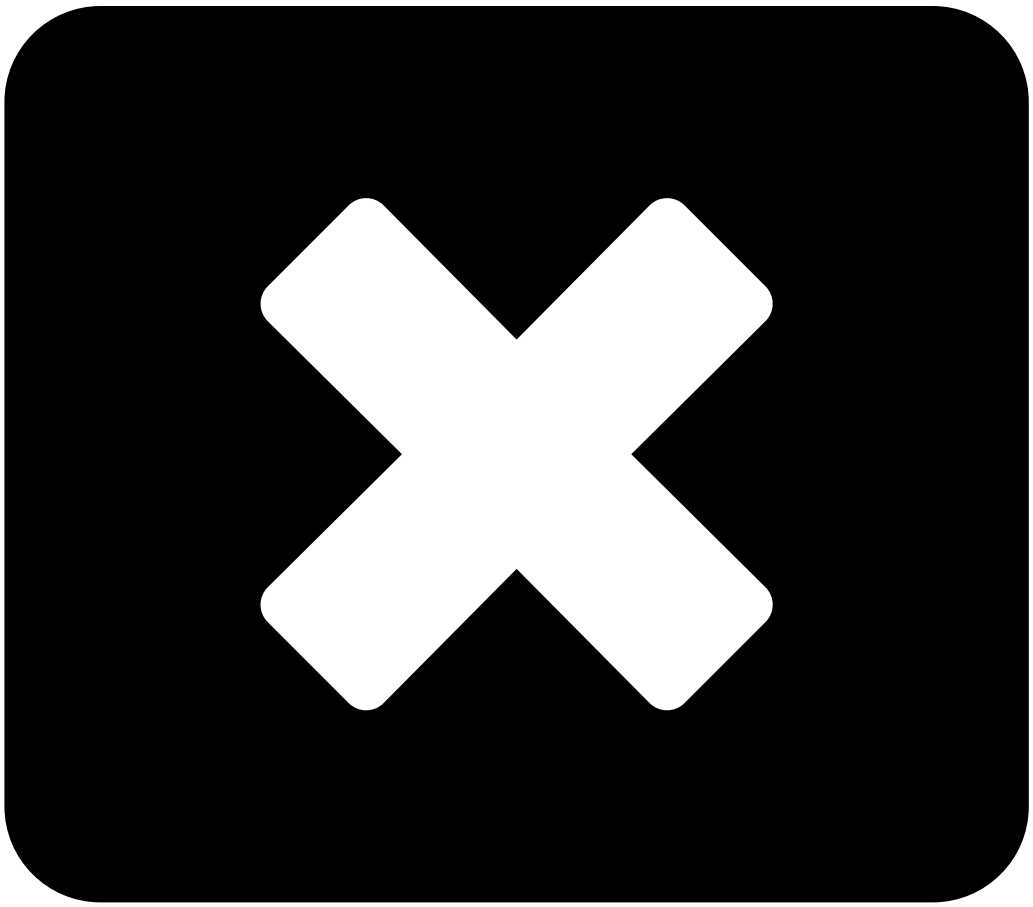
Interesting stuff to read


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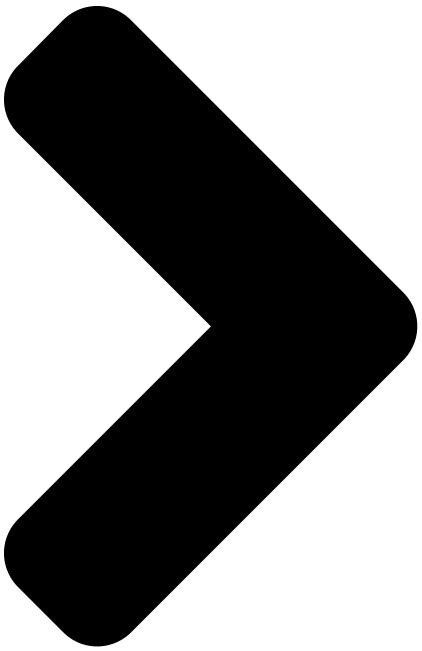


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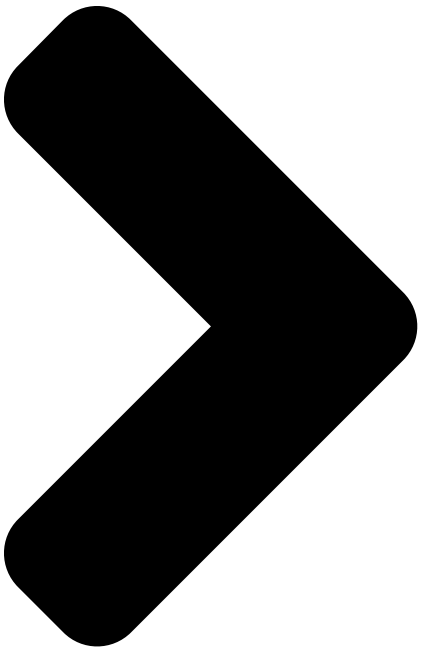
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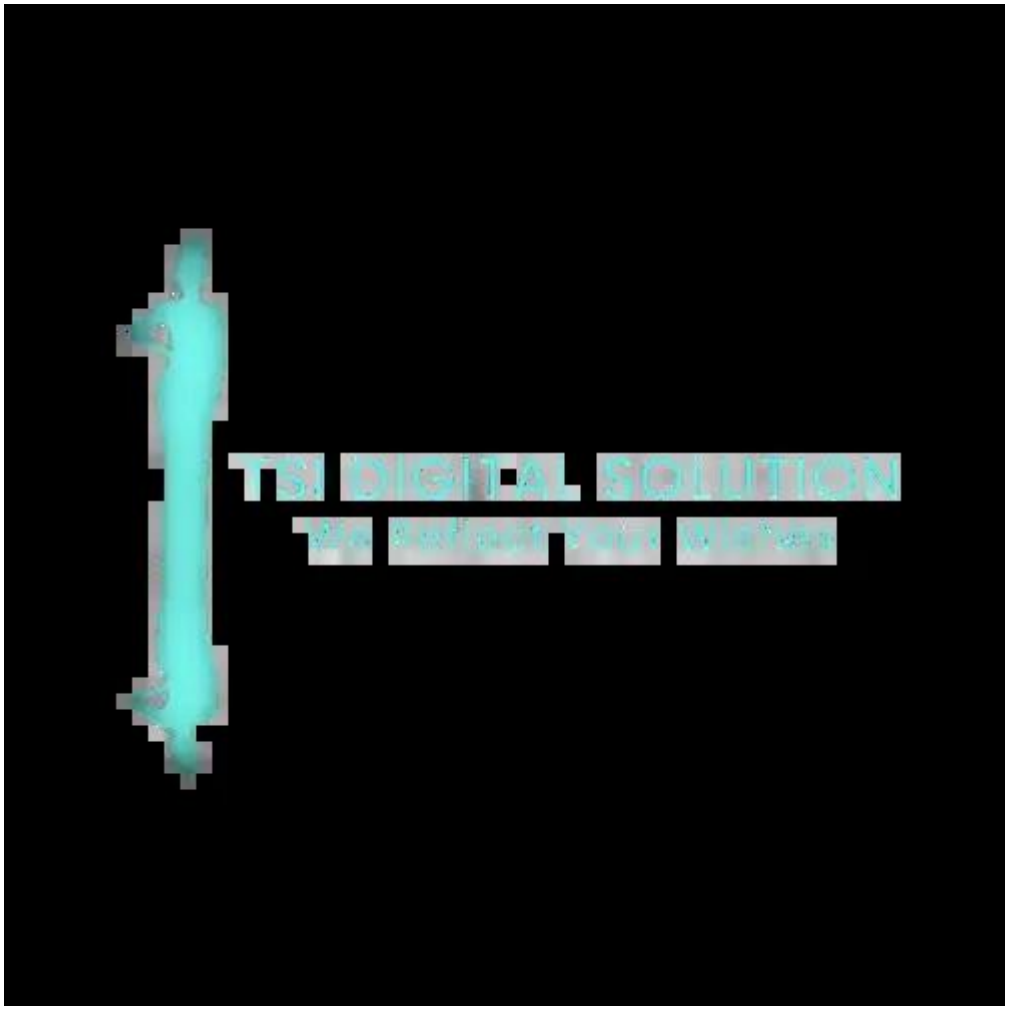
Blogs

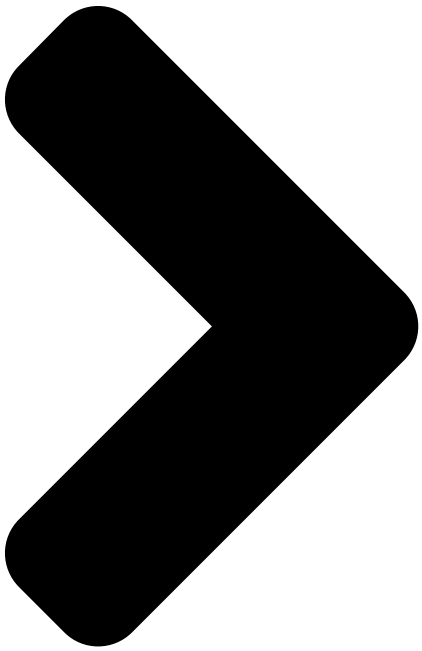


Demo

Just ask, we are here for you

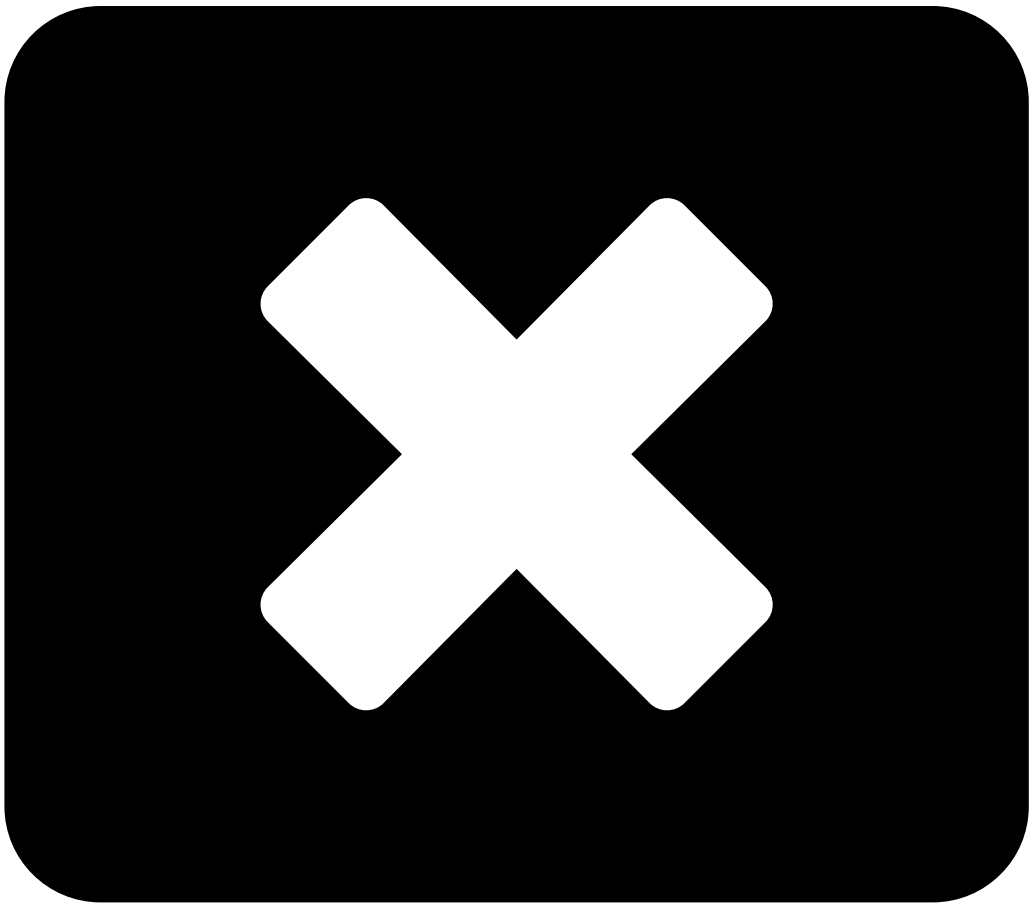
Who we are


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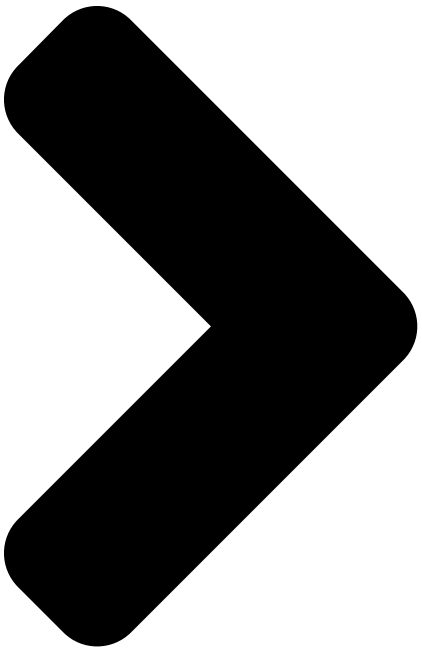


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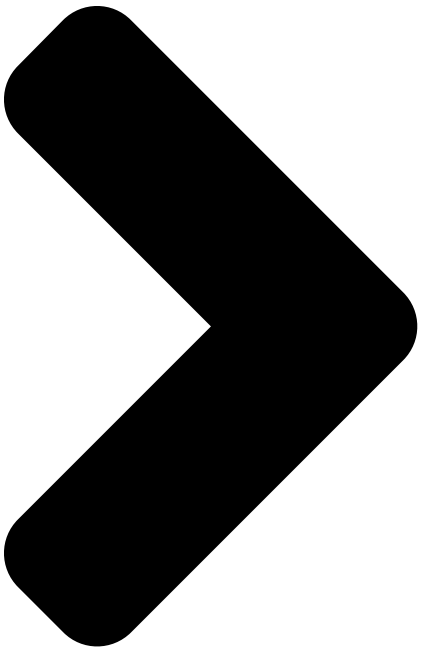


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Contact us

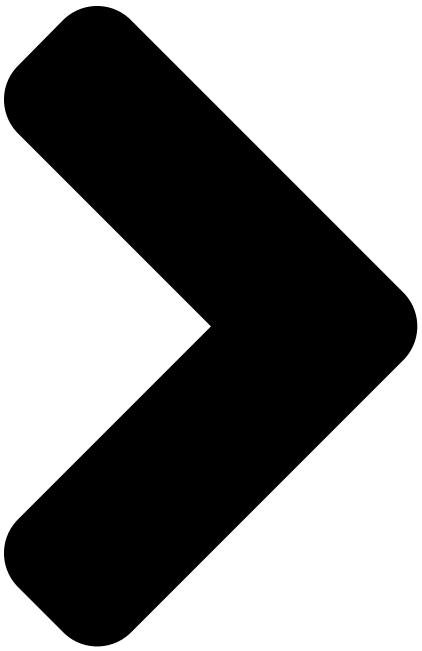
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Affiliate program

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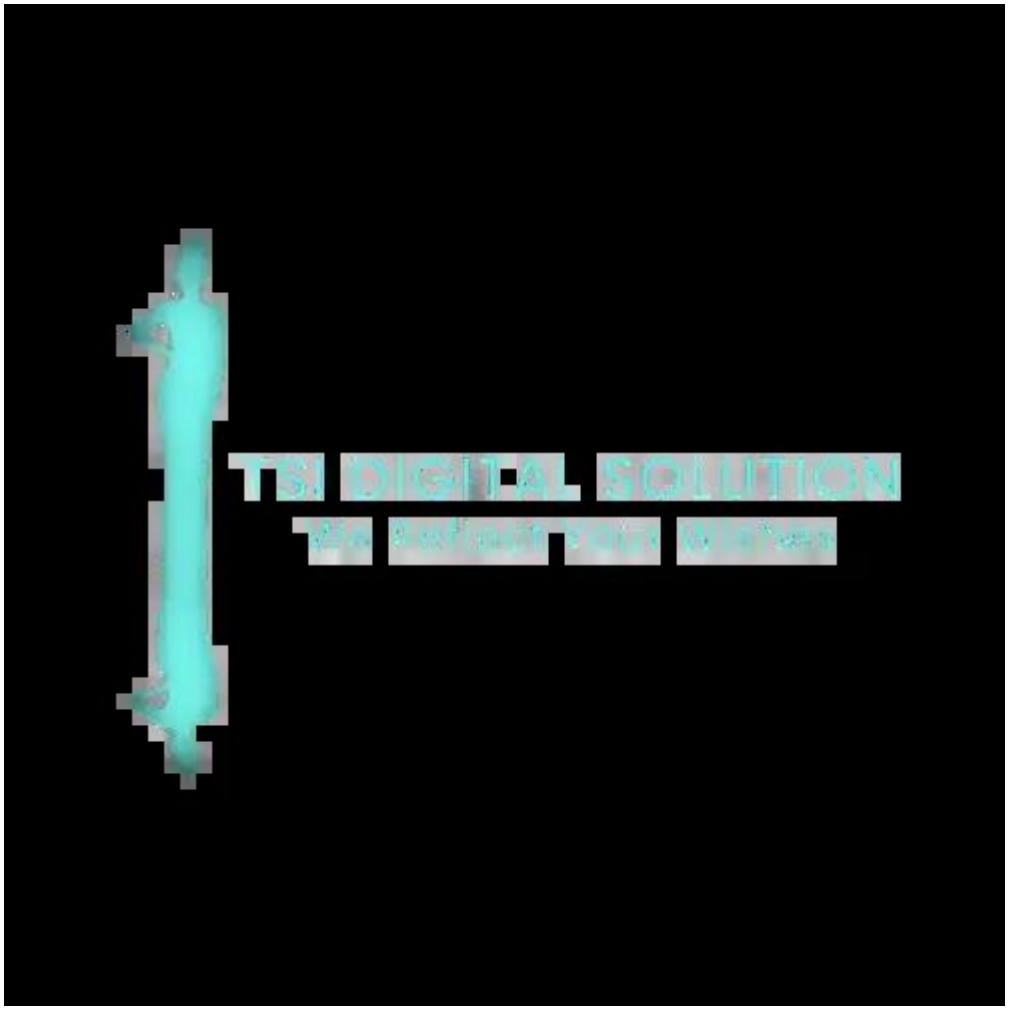
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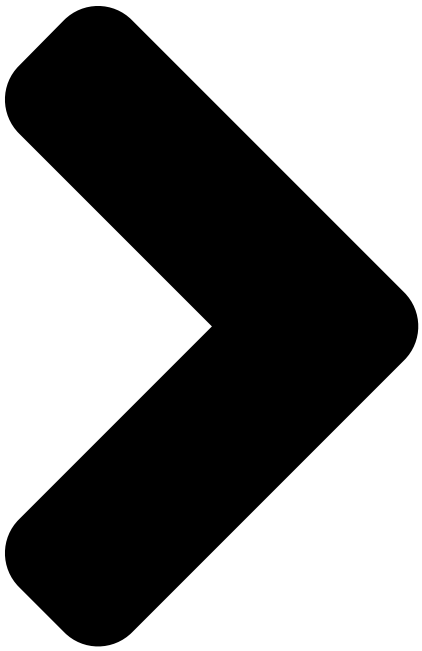


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Building a Brand Identity That Converts

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Brand Identity

The Hidden Force Behind Business Growth

Most people can recognize their favorite brands in a split second, whether it’s a color scheme, a style of photography, or even a tone of voice. That

instant recognition is no accident. It’s the result of a carefully crafted **brand identity** that connects with people both logically and emotionally.

Research by Lucidpress found that **consistent branding across all platforms can increase revenue by up to 23%**. That’s more than just a marketing advantage, it’s a growth engine.

A strong brand identity creates familiarity, and familiarity builds trust. Trust is the currency of business in every industry.

Why Brand Identity Is More Than a Logo

A logo is a powerful symbol, but brand identity goes far beyond it. It’s the complete experience customers have with your business.

The Core Elements of Brand Identity

- **Visual Style:** Your colors, typography, layouts, and imagery.
- **Tone of Voice:** The style and emotion behind your words.
- **Customer Interaction:** How you speak, respond, and resolve issues.
- **Brand Story:** The narrative that ties everything together.

When these elements work together consistently, you don’t just stand out, you stay memorable.

Your Website: The Digital Heart of Your Brand

Your website is more than an online brochure, it’s a living representation of your brand. Visitors often decide within seconds whether they trust your business, and **75% of them judge credibility based on website design**.

How Websites Strengthen Brand Identity

- **Speed & Mobile Optimization ->** A fast, mobile-friendly site shows professionalism.
- **Design Consistency ->** Fonts, colors, and layouts should reflect your personality.
- **Clear Messaging ->** Copy should speak directly to your audience’s needs.

- **User Experience (UX) ->** Simple navigation reinforces trust and reduces friction.

When your website aligns with your brand identity, it works silently in the background, converting visitors into customers 24/7.

Content: Your Brand in Every Word

Every blog post, product description, or email is a piece of your brand identity. The way you write is as important as what you write.

Finding the Right Tone

- **Premium Brands ->** Confident, refined language that suggests quality.
- **Friendly Brands ->** Conversational, warm tones that feel approachable.

Inconsistencies between your social media voice and your website copy can weaken your credibility. Strong brands keep their message unified everywhere.

Social Media: Your Brand in Action

Social media is the most visible and frequent display of your brand identity. Here, customers interact with your business daily, often before they ever visit your website.

Social Media Branding Best Practices

- Use a consistent color palette and style in posts.
- Keep captions aligned with your brand’s tone.
- Engage with followers authentically and professionally.

Brands that master social media consistency see higher engagement and stronger customer loyalty.

Graphic Design: Speaking Without Words

Before a customer reads a single sentence, your design has already communicated something about your business. According to Adobe, **38% of users will stop engaging with a site if the content or layout is unattractive**.

Design That Builds Recognition

- **Logos & Icons ->** Instantly recognizable brand marks.
- **Marketing Graphics ->** Social media banners, email headers, and infographics that match your style.
- **Visual Hierarchy ->** Guiding the viewer’s eye toward important information.

Design that aligns with your brand identity creates a lasting impression, often without a single word being read.

Promotional Material: Extending Your Brand Everywhere

Your brand identity shouldn’t vanish once you leave the digital space. Flyers, brochures, banners, business cards, and product packaging carry the same influence as your website or Instagram feed.

A FedEx study revealed that **good print design can improve brand recall by up to 70%**. This means consistent design in your promotional materials strengthens recognition and trust, even in an increasingly digital world.

Brand Identity as a Long-Term Business Asset

Strong brands don’t just sell products but they also build equity. A well-established brand identity allows businesses to:

- Charge premium prices.
- Launch new products more successfully.
- Expand into new markets with less risk.

Branding isn’t a short-term campaign. It’s a long-term strategy that pays dividends in customer loyalty and market influence.

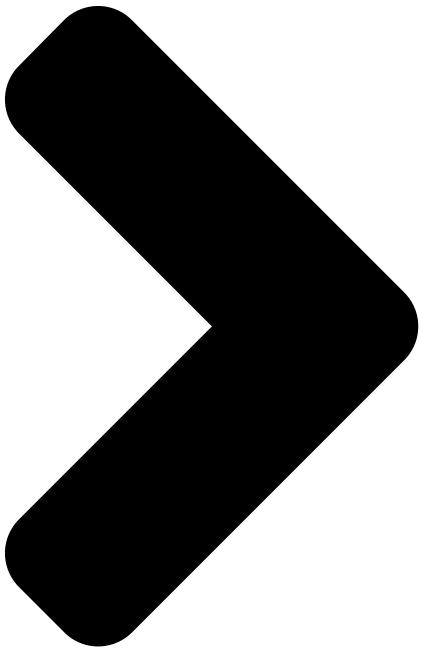
Final Word: Trust Is Built on Consistency

A strong brand identity ensures every website visit, social media post, and printed flyer sends the same message: you’re reliable, professional, and worth remembering.

Frequently Asked Questions (FAQ)

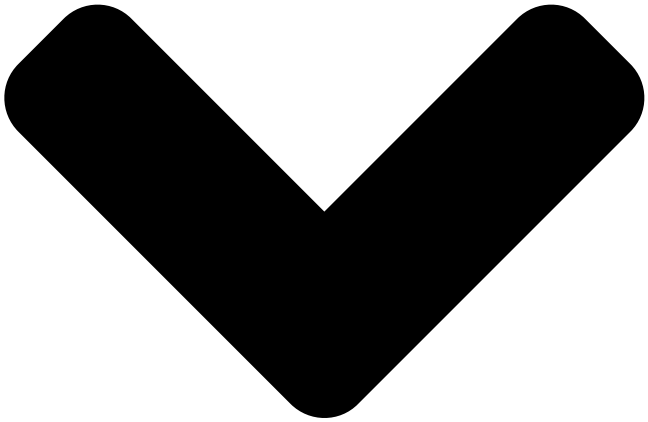
What is brand identity?

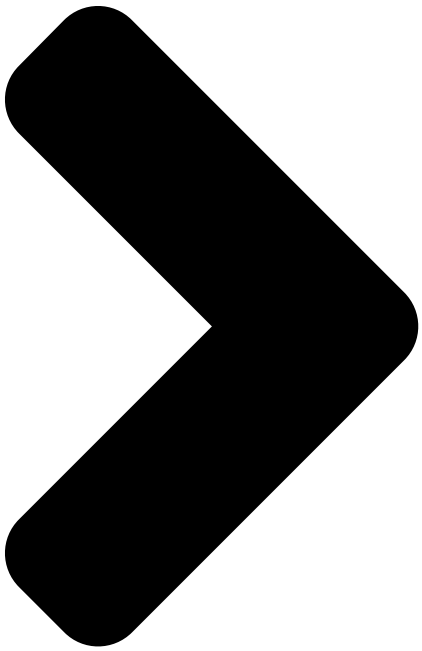




Brand identity is the collection of visual, verbal, and experiential elements that represent your business, including logo, colors, tone, and messaging.

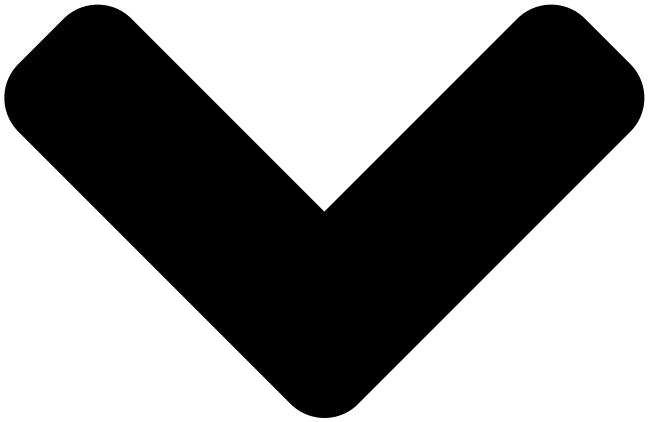
Why is brand identity important for websites and content?

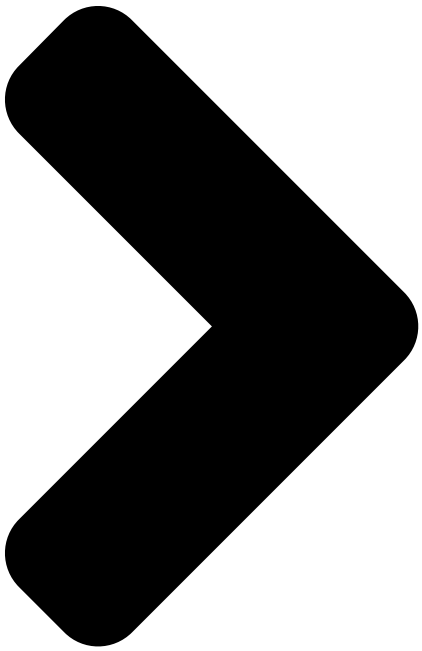




A strong brand identity builds trust, improves recognition, and increases engagement, all of which directly affect conversion rates.

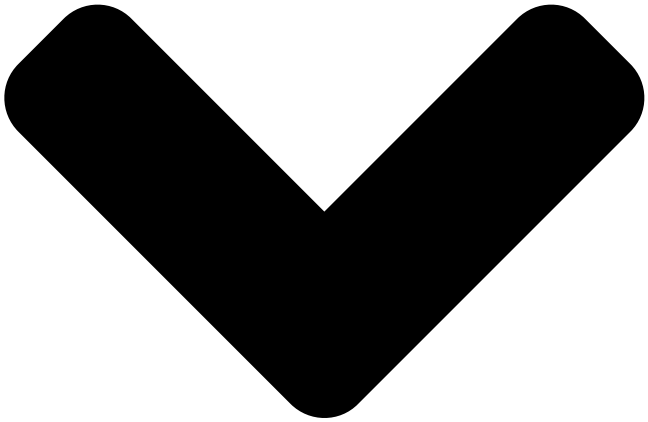
How can I make my social media reflect my brand identity?

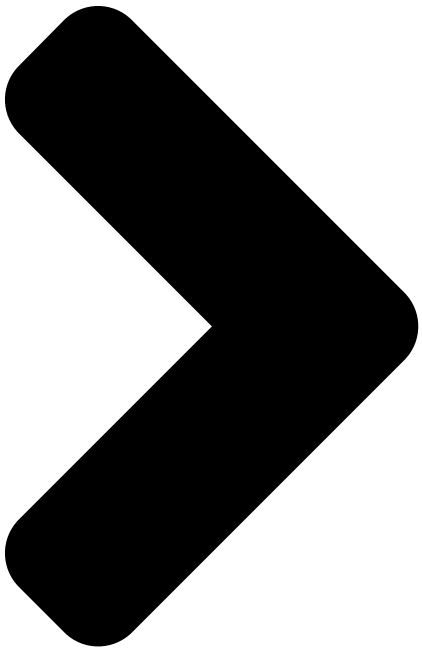




Use consistent visuals, colors, and tone. Engage with followers in ways that match your brand personality and values.

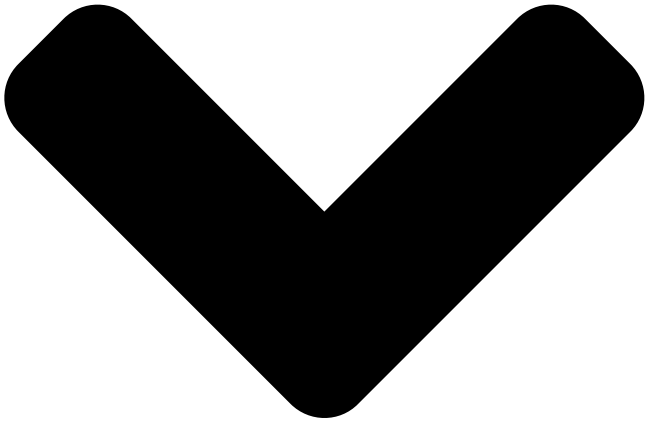
Does promotional material really affect brand perception?

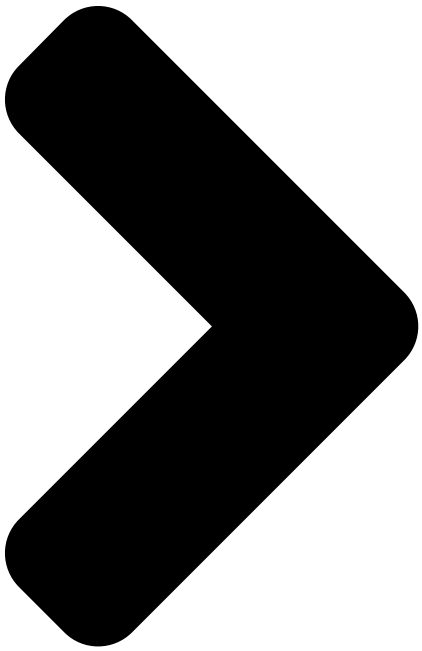




Yes. Well-designed promotional materials improve recall, build trust, and create a consistent image across all touchpoints.

Can small businesses benefit from focusing on brand identity?





Absolutely. Even the smallest businesses gain credibility, loyalty, and competitive advantage through consistent branding.

Brand identity is the collection of visual, verbal, and experiential elements that represent your business, including logo, colors, tone, and messaging.

A strong brand identity builds trust, improves recognition, and increases engagement, all of which directly affect conversion rates.

Use consistent visuals, colors, and tone. Engage with followers in ways that match your brand personality and values.

Yes. Well-designed promotional materials improve recall, build trust, and create a consistent image across all touchpoints.

Absolutely. Even the smallest businesses gain credibility, loyalty, and competitive advantage through consistent branding.

Reach Out to Us

At TSI Digital Solution, we help businesses craft brand identities that work hard.

From websites to social media strategies, graphic design, and promotional materials, we ensure every detail builds recognition, trust, and sales.

Contact TSI Digital Solution today and let’s start building your brand identity today.

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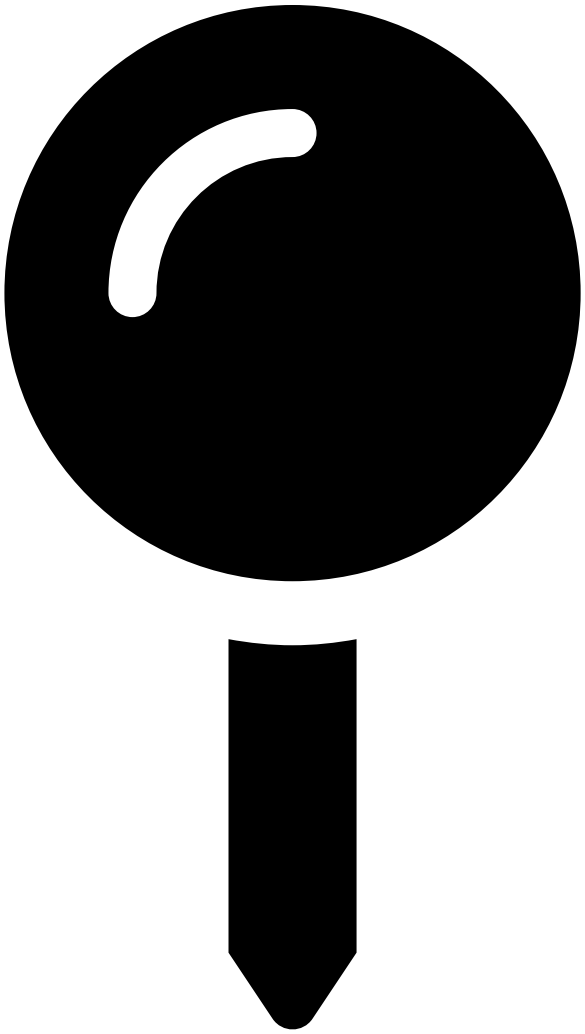
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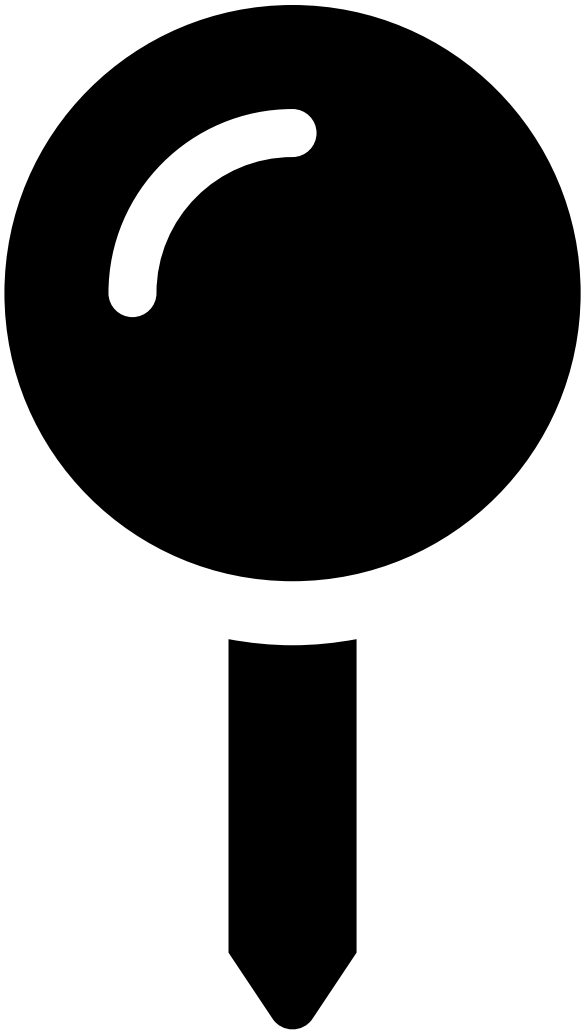
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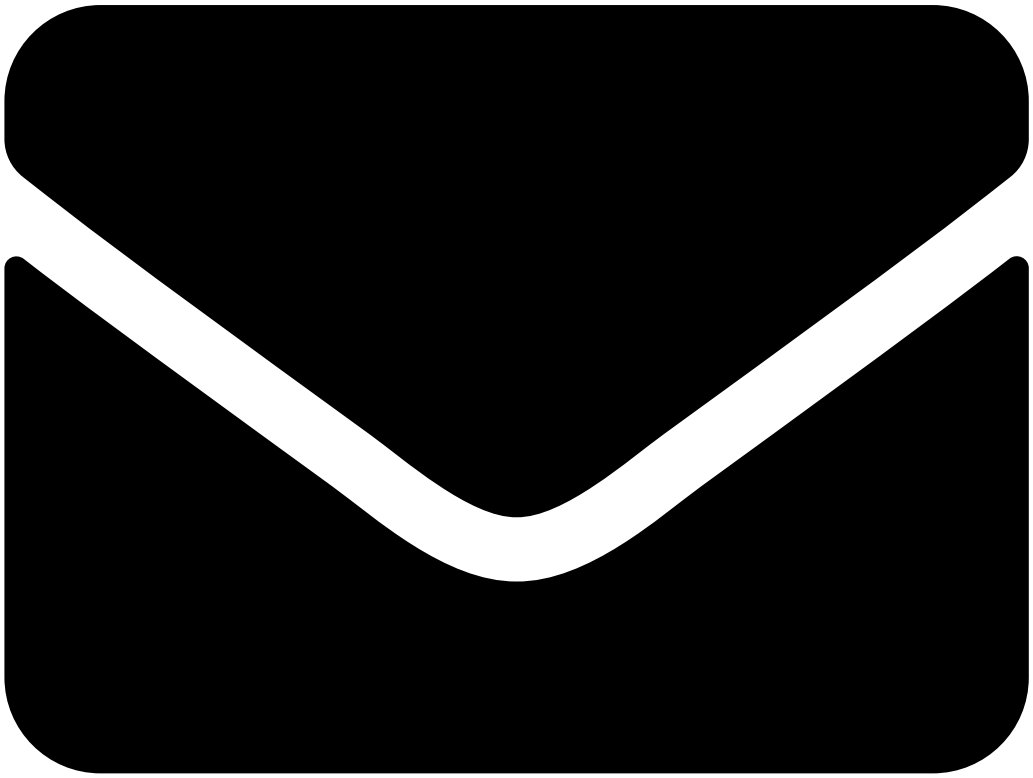


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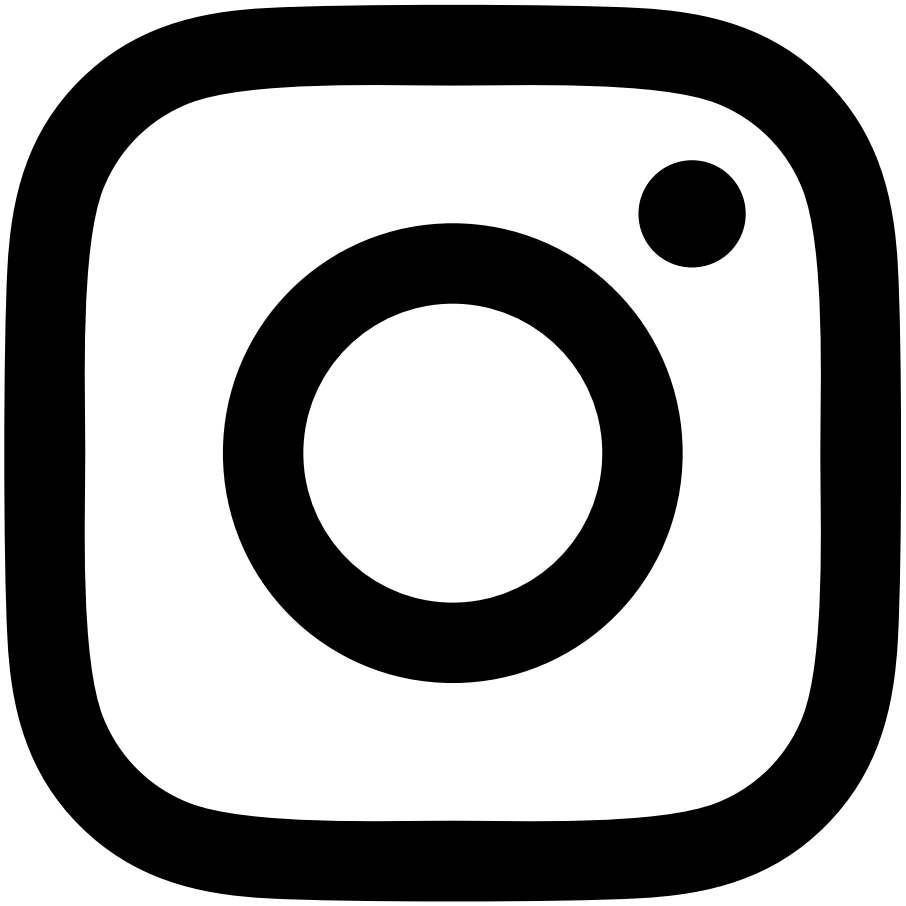
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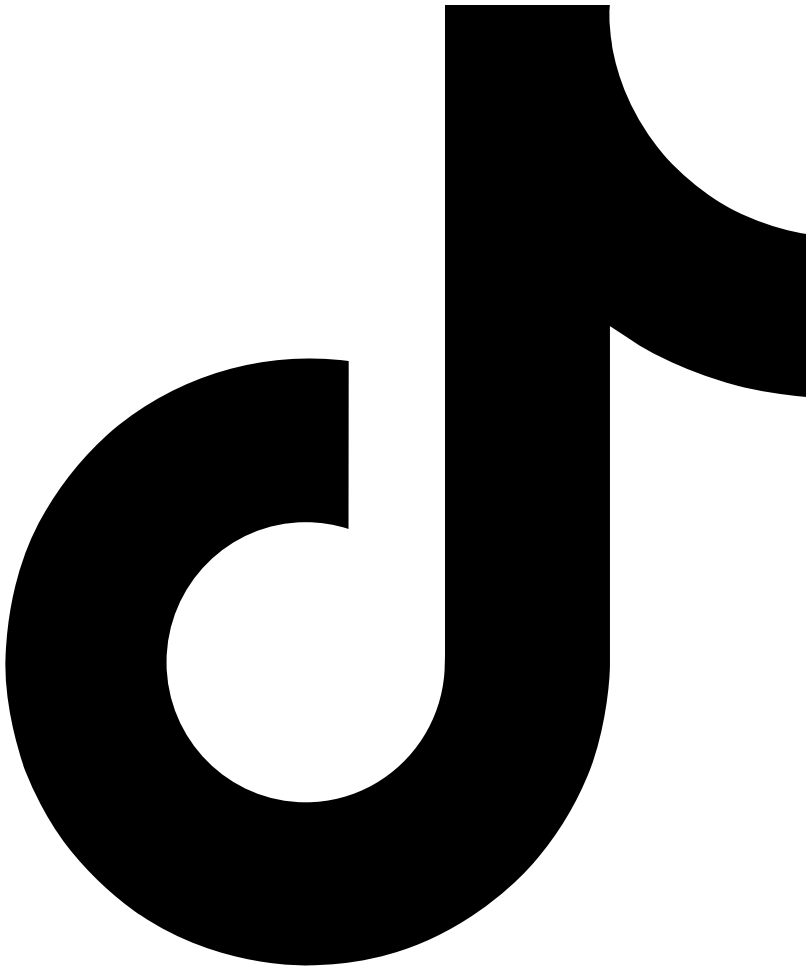
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