

The definitive tips for global brand consistency





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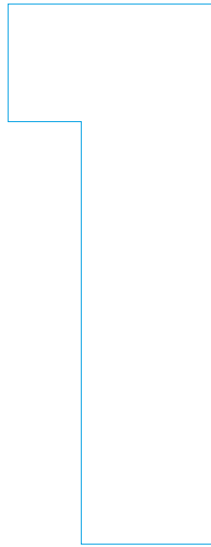
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INTRODUCTION: ATTRIBUTES THAT MAKE YOUR BRAND MORE COMPETITIVE

It's not only the logo or the slogans that have the ability to make your brand more competitive. There are other features that can do it too. **One of them is consistency. A recent survey revealed that when maintained over time, "consistency is associated with a 10-20% increase in overall business growth"**([Marq](#)).

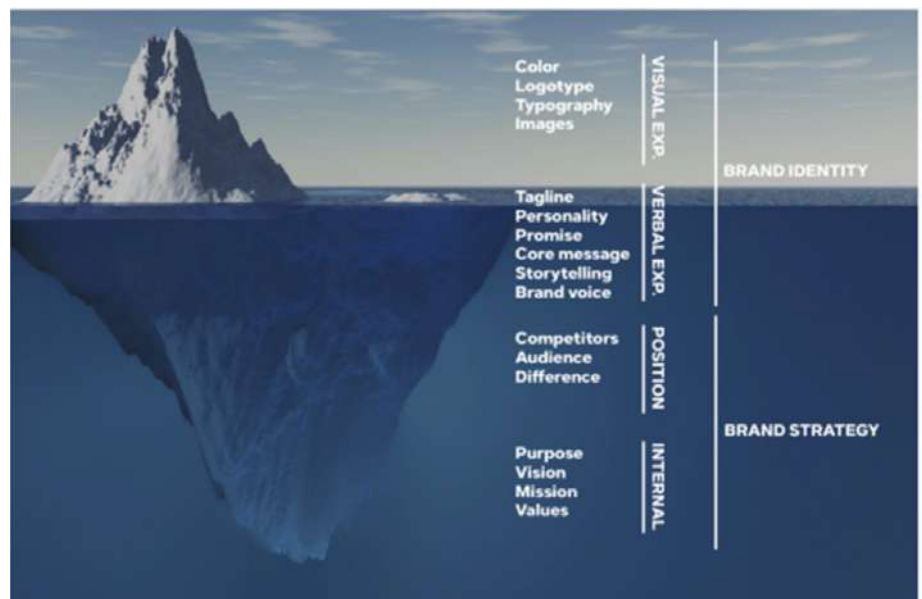
Consistency is key to preventing confusion and improving trustworthiness. It also makes it easier to **establish deeper connections between people and the brand**, since they perceive it as being more authentic and secure as a result of its maintaining a consistent appearance.

The brand is crucial for all businesses; it is an identity that consumers and users can relate to. It is a determining factor to gain new customers, meet expectations, and consolidate your authority in the market. But, **to deliver those benefits, it has to be consistent, in other words:**

- **Trustworthy**
- **Recognizable**
- **Authentic**



Brand consistency requires **delivering the same tone and message in every graphic and content, in every language, in every culture and country.** Do you want to be the brand that consumers think of first and gain their trust?



S. Houraghan. Business Branding: The Complete Course Part 1- Strategy. 2019



DOES YOUR BRAND NEED CONSISTENCY?

Defining brand identity is a long and complex process which gives you a major leg-up in the competitive field but one wrong move can cost you all the terrain gained over years.

You probably answered yes to that question. **You want your brand to be relevant to your audience, and you want it to be relevant in all the markets where it has a presence.** All the more reason to prioritize consistency.

What is brand consistency?

By definition, **alignment between communications, corporate mission, and business values is what lies behind consistency.** When it exists, it guarantees a consistent brand experience, regardless of the channel or location.

Defining brand identity is a long and complex process which gives you a major leg-up in the competitive field but one wrong move can cost you all the terrain gained over years. **Actions and messages must be in line with the brand and its DNA, all the time and everywhere.**



At the same time, with regard to consistency, keep in mind that **changes in business goals or business priorities** can complicate the way brand guidelines are followed.

That's why it's so important to focus on:

- **Flexibility**, especially at a time of change, when markets and demand are rapidly evolving and you need to be highly agile to adapt to trends.
- **Perceived authenticity and trust**, as they are two cornerstones of consistency.
- **Self-assessment**, the tool that makes it possible to fix any potential problems in time and make any necessary adjustments.

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WHAT TO CONSIDER WHEN CREATING A PLAN TO HELP YOUR BRAND GAIN GLOBAL CONSISTENCY

The brand is an expression of what the company represents and that goes beyond any action or marketing element. **It implies fulfilling a value promise made to customers** and is also the best example of the company's true meaning, the foundation of the emotional connection with them.

All this must be taken into account **when designing a plan that will help you gain consistency globally**. From there, you need to focus on being clear about what story you want to tell and how you are going to tell it effectively, understanding it as a holistic strategy.

Elements of brand consistency

To implement brand consistency, you need a clear understanding of the different pieces that make up the brand:

MESSAGE

The brand message is based on the value proposition and seeks market positioning. To do so, it must be able to convey its personality to the audience through its products and its actions, **delving into those attributes that make it easily recognizable**



and different from its competitors. To connect effectively, each audience must be able to access that message in their native language and in a form adapted to their culture.

VISUAL IDENTITY

The typography, the logo, the colors, and even the pictures or illustrations make up the image that appears in people's minds when they hear or read the brand name. **As with the language, some research should be done beforehand to avoid any pitfalls that might mean you misalign with the country's culture.**

TONE

The tone should take into account the buyer persona that the company has established in previous brand strategy stages. Tone of voice can have a major impact on visual assets and communication style.

Given its influence on the audience's perception of the message, the most appropriate way to communicate should be identified to find a way to **achieve the necessary and appropriate fit for each occasion and content.**





BRAND VOICE

It's one of the defining elements of consistency and has the greatest effect on the audience, albeit almost invisibly. It's closely **linked to the brand's personality and includes its principles and values. It shouldn't vary in spite of the differences that there might be between the message's target country or the channels chosen** for the marketing campaign.

TOUCH POINTS

Delivery must be studied and planned, both in terms of the frequency of contact and the channels chosen to reach your audience. **When it is based on a solid and coherent plan, it makes a significant contribution to the consistency of the experience.**

Understanding the different elements that make up brand consistency and the best use you can make of them helps you **build a brand that is authentic** and with which people can identify, both inside the organization and beyond.

Identity, alignment, consistency, and relevance: the keys to success

IDENTITY

Any company that wants to activate international expansion needs to define its identity and specify what it seeks to convey with its brand. The attributes you choose to highlight are the ones that will help you stand out from the competition. These qualities can also play a major role in your reputation.

You probably know of several global brands with well-defined identities. There are examples in industries across the board: automotive, fashion, food, etc. And, although there are no overlapping elements between them, how they have managed and still manage their identity till now does at times coincide.



Going beyond the purely visual and being able to express their personality is what defines them and determines customers' perceptions of them, fueling their loyalty.

ALIGNMENT

The communication strategy must be able to ensure that people understand the brand promise and its benefits. At the same time, it will serve as a reference point for designing marketing campaigns and the messages you send, making it easier to achieve your desired level of consistency.

As time goes by and as the brand matures, you may need to make changes to remain relevant to the audience. Choosing the right time to send a message and weighing the words and tone used is key to success. It can only be achieved with the support of a strategic approach and the right tools. These are the elements that will make it possible to achieve this omnichannel and multi-language/multi-cultural alignment.





CONSISTENCY

As the brand crosses borders into new countries, the complexity of the challenge of ensuring consistency in messaging increases. Marketing materials, brand guidelines, online platforms, and even the interior design of each destination's offices must convey the same principles, values, vision, and mission.

The internal and external customer experience depends on the company's ability to create and maintain these integrated global standards developed from a single vision. Of course, cultural differences, regulatory standards, and customer expectations in all of the regions where the company operates must be kept in mind.

RELEVANCE

To be relevant in different markets, you have to know them, identify what is different about them, and understand their culture. Consumers will expect a personalized experience in each country where the brand has a presence. Adaptation and targeting are crucial to achieve that goal.

When creating a plan that will help the brand gain consistency globally, you might want to ask yourself some questions, like:

- What are the main objectives of the global brand strategy?
- What channels and devices are most likely to be used?
- In how many different countries would you like to have a footprint?
- How are consumers interacting with the brand in each country?
- Which channels and countries are currently the biggest revenue drivers?
- What missteps and triumphs have been observed in each region?



PRESENCE AND CONTENT: TWO KEY POINTS FOR YOUR BRAND IN INTERNATIONAL MARKETS

Images are important, but you also need consistency in your headlines, emails, or social media. It's not enough to have a good logo, to know how to choose the right colors for the text of each communication, and to add appealing pictures to the text.

Presence requires a plan and its consolidation of adaptability, because the same aspects don't need to be prioritized in all markets. Being flexible in the global expansion strategy favors consistency. Audiences in China or the U.S., for example, are very different and you need to understand their needs and consider each touch point.

The complexity of this challenge is especially noticeable in the content. Images are important, but you also need consistency in your headlines, emails, or social media. It's not enough to have a good logo, to know how to choose the right colors for the text of each communication, and to add appealing pictures to the text.



Why are these aspects so important?

Brand identity and reputation are just as important as customer expectations and both influence customer trust and loyalty. Personalization is necessary, but so is being able to accommodate the message to cultural differences in different markets.

The ideal is to try to reduce inconsistencies and this requires striking a balance between authenticity and adaptability. The message reaches the audience in their language while maintaining the brand's values; communications are delivered over a variety of channels but with an personalized touch; tone and relevance are maintained, even if the cultures of the target markets are quite disparate. The spirit of the brand, its deeper meaning, and its personality are clearly perceived at every point of contact.





Examples of brand consistency

Google: localization and quality

Google is a good example. We've all used Google and quickly recognize its colors and logo. We are also all surprised to see how it adapts to local holidays on special days. These cultural elements integrated into the core of the brand, the logo itself, grow its prestige and help it gain relevance. At the same time, each user receives a fully personalized experience, tailored to their search style and preferences.

Heineken: universal values for global audiences

The brand not only maintains visual coherence thanks to its colors but is able to promote universal values in each of its communications, in any region. Good sportsmanship and friendship are some of them. They connect with their audience, which is global and diverse.

Adidas: impossible is nothing

Adidas centers its publications around its slogan, "impossible is nothing." Although the message at the forefront of this global campaign is always in English in all regions, the same is not true of the stories it shares. They are an expression of the values it represents and serve to connect with its highly varied audience.

Brand identity and reputation are just as important as customer expectations and both influence customer trust and loyalty.



WHAT FOLLOWS THE DEFINITION AND IMPLEMENTATION OF THE BRAND CONSISTENCY ACTIVATION STRATEGY?

Choosing the language tools that will make it easier to maintain consistency in messaging contributes to the strength of the corporate asset that is language. Language is a living thing and constantly evolving.

Brand consistency is a key goal but not the only goal. As progress is made towards this goal, there are other actions that can build customer confidence in the different markets.

Choosing the language tools that will make it easier to maintain consistency in messaging contributes to the strength of the corporate asset that is language. Language is a living thing and constantly evolving.

This means that publications need maintenance, slogans need to be revisited, and the message may need to be updated, depending on circumstances, trends, and changes.



Monitoring and adjustment

Content makes it possible to boost and strengthen brand presence, but you have to leave room for continuous improvement. Monitoring makes it possible to identify gaps and errors, tweak and re-assess. Continuing to monitor ensures brand consistency and allows you to understand what drives interactions, which makes it easier to connect with your audience, and also all those other pieces that you have to do without because they have the opposite effect.

Some places where updates may be needed are keywords, blog posts, the corporate website, email campaigns, landing pages, and social media posts.

A message that conveys reliability confirms your brand's consistency.



Our services

We provide a range of full-service solutions, tailor-made, to a client base that covers more than 13 vertical areas, including consumer goods, eLearning, energy, infrastructure & architecture, legal & financial, life sciences, marketing & advertising, public institutions, publishing & broadcasting, technology, travel & tourism and videogaming & entertainment.

- **Document translation.** Our team allows us to produce documents that read like originals written in the target language rather than translations.
- **Website Localization.** We are capable of working with any format available on the market today and we are busily researching new technologies that are just down the pipeline to help you localize your website into more than 120 languages.
- **Software Localization.** Software localization does not merely entail translation, but also cultural adaptation to the target market. We provide services for all phases of the software localization process from internationalization to translation, engineering and testing.
- **eLearning Localization.** SeproTec has countless hours of eLearning and multimedia localization experience, in over 120 languages, and we provide 24/7 support. Our vast global network of linguists and project managers will ensure a successful project providing huge savings for our customers.
- **Intellectual Property Translation and Services.** SeproTec's multidisciplinary team of translators, proofreaders, linguists, lawyers, and engineers has made us the leading company in the management and translation of intellectual property texts and the safest bet for patent translation.
- **Certified and Sworn Translation.** We authenticate and certify the translation as compared to the original in accordance with the legal requirements in each country.



- **Proofreading and editing.** We work with recognized language experts specialized in proofreading and editing texts, indispensable work to ensure a document's quality.
- **Terminology management.** Glossary, terminology database, and translation memory creation and maintenance by a team of professionals with expertise in managing terminology databases and adapting them to the different needs of our clients.
- **Machine Translation and post- editing.** Clients can choose a fully automatic machine translation service or opt to add a light or full post-editing service provided by a team of linguists and managers trained in post-edition.
- **Transcreation.** Carried out by a translator with knowledge and experience in copywriting, involves adapting the intent, style, tone and context of the piece to the target culture.
- **Transcription.** Video and audio recordings of conversations and comments made during hearings, conferences, seminars, interviews and other events often have to be put in writing, whatever the languages used within them. At SeproTec we have been doing transcriptions in over 120 languages.
- **Testing.** SeproTec provides a testing service that combines functional and language testing of a software product.
- **Multimedia Localization.** Our multimedia experts routinely handle dubbing, subtitling and voiceover projects, as well as digital and audiovisual localization.
- **Subtitling.** SeproTec has a team of professionals who translate the text, shorten it in compliance with subtitling requirements and insert the subtitles into the video footage with special subtitling software.



- **Dubbing.** Dubbing involves removing the original character's voice and replacing it with the dubbed audio. We work with actors and dubbers of many different nationalities with a wealth of dubbing experience to meet all our clients' needs.
- **Desktop publishing (DTP).** We have our own in-house desktop publishing department with Professional desktop publishers and Localization Engineers with proven experience.
- **Technical writing.** Our professional content writers specialize in technical writing, with a wealth of experience in producing instruction sheets, manuals, specifications and technical documentation.
- **Conference Interpreting (Simultaneous, Consecutive, whispered and liaison).** With a database of over 7,500 interpreters, categorized by language combination, interpreting style, field specialization and technical expertise, the company offers a wide range of interpreting services suitable for any kind of multilingual situation.
- **Public services interpreting.** SeproTec offers clients a team of interpreters ranging from official languages to rare dialects to support with court, security forces and corps, social services, healthcare, and cultural mediation interpreting needs.
- **Remote Simultaneous Interpreting (RSI).** A smart solution for simultaneous language interpreting at conferences, events and meetings around the globe, no matter where the events are located. We use the best conference interpreters around the world and advise our clients on the most convenient solution as far as the interpreting service platform that best suits their needs.



- **Video Remote Interpreting (VRI).** VRI bridges the gap between OPI and in-person interpreting solutions, reducing the time and cost associated with travel and adding the advantage of visual support to OPI services.
- **Over the Phone Interpreting (OPI).** Instant over-the-phone professional assistance in 80 languages that is simpler, more convenient and more cost-effective than in-person interpreting services.
- **Sign language.** We boast a wealth of experience with different public bodies and fields of specialization (courts, police stations, care centers, social services, educational centers, congresses, private companies, training courses and more).
- **Equipment rental.** SeproTec has simultaneous translation booths that meet UNE 1093:1984 and UNE 1094:1984 standards, public address systems, infrared equipment for simultaneous interpreting, infoport briefcases and all the material needed to make the event run smoothly.



A provider of multilingual services, SeproTec Multilingual Solutions is one of the top 30 companies in the world in its sector. The company offers a broad range of translation, localization and interpreting services for businesses and, through its subsidiary SHIP Global IP, also provides intellectual property management services through a technology platform developed specifically for the IP sector. The company provides its services internationally and has production centers strategically located to ensure 24/7 service, 365 days a year.

With Nazca Capital as a shareholder since 2021, SeproTec is internationalized and has obtained official certifications thanks to its processes and management systems for translation services, quality control and environmental management (UNE-EN ISO 17100, ISO 13485, ISO 9001, and ISO 14001).

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