

# What is a Brand?

A brand is not a logo. A logo is a symbol for a brand. It's a person's feeling about a company, product or service created by every experience they have with you.



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Customer Service  
Communications  
Market Position  
Product Design  
Physical Space  
Product Delivery  
Packaging  
Social Media Image

Company Personality  
Financial Standing  
Purchase Experience  
Product Performance  
Web Presence  
Employees  
Community Outreach  
Billing