

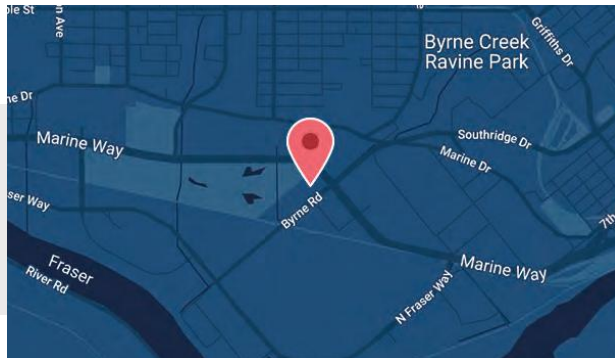
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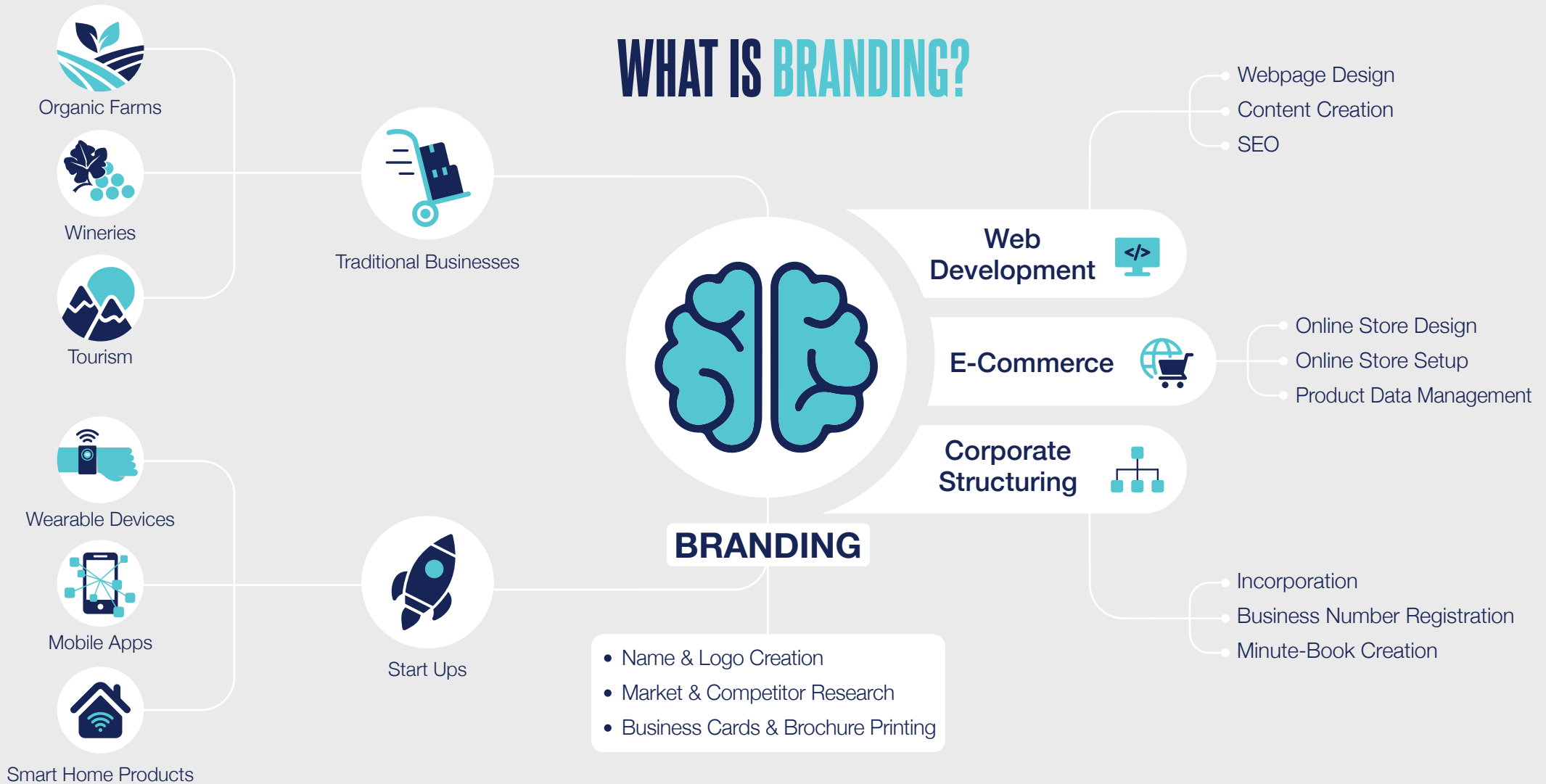
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WHERE BUSINESS MEETS TECHNOLOGY

WHAT IS BRANDING?



Branding is all the ways in which you establish an image of your company in your customers' eyes. It is part marketing and design, and part quality control in the services and products provided. By building

a website that describes what you offer, designing ads that promote your goods and services, selecting specific corporate colors that will be associated with your company, creating a logo, and featuring

it across all your social media accounts, you are branding your company. You are actively shaping the perception of your business and what your business represents to outside customers.