

# branding & the user experience



**"Brands are like sponges for content, for images, for fleeting feelings. They become psychological concepts held in the minds of the public, where they may stay forever. As such you can't entirely control a brand. At best you can only guide and influence it."**

**– SCOTT BEDBURY, Author  
*A NEW BRAND WORLD***

## **THE GREATEST IMPACT ON A BRAND IS THE EXPERIENCE THAT THE PUBLIC HAS WHEN ENCOUNTERING A COMPANY.**

Often branding is thought of as consisting of only the image and message a company presents. But a comprehensive review of branding encompasses much more. It begins with initial impressions and continues throughout the client relationship. The user experience is the most revealing essence of your brand. Your brand is not what you say about yourself, but what others say about you. Your influence over the brand is an outgrowth of everyone who represents your organization. It has a cumulative effect.

Excellence in design with a clear message should reflect the vision you have for your business. At Riverstone Group we can help you with the graphic identity and verbiage to define and achieve the branding that authentically reflects your vision and values.

After years of providing creative services, Riverstone Group has effectively communicated our clients' messages. The secret to a strong brand identity is adherence to consistency. Whether it is books, brochures, direct mail, advertising, websites, blogs, social media or videography, we are experienced at reinforcing a brand.