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# Branding Basics For Small Business How To Create An Irresistible Brand On Any Budget

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Branding is way more than just a logo. Your brand is the totality of your customers' perceptions and experience. It is the face, personality and the values displayed by your business. While your logo should not be the be end-all of your branding efforts, you should still put time and effort into coming up with a professionally-designed, memorable logo.

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