

6.5 Brand Consistency – Piece N Quilt

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Abstract

The purpose of this assignment was to select a company and analyze their brand consistency across multiple digital platforms. This analysis included what items made up the brand identity of the company, identifying the brand's mission statement, and comparing the customer's brand recognition on their website and multiple social media platforms including Facebook, Instagram, etc. The company selected was Quilt N Piece a company that provides customers with both quilting educational materials and quilting tools.

Key words: branding identity, brand consistency, digital platforms

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Company/Brand

Piece N Quilt



Mission Statement

None found

Website and Social Media

Website: <https://piecenquilt.com/>

Blog: <https://www.pieceandquilt.com/>

Facebook: <https://www.facebook.com/PieceNQuilt>

Instagram: <https://www.instagram.com/nataliabonner/>

YouTube: <https://www.youtube.com/c/NataliaBonner>

Patreon: <https://www.patreon.com/nataliabonner>

Pinterest¹: <https://www.pinterest.com/piecenquilt/>

¹ Pinterest is not viewable with our VPN running and is not used in cross platform analysis.

Analysis

Piece N Quilt is a quilting education and supply company owned and operated by Natalia Bonner. Started as a whim, it has grown into a thriving business that caters to quilters of all kinds, skills, and preferences. This has been accomplished through creating a consistent and recognizable brand across all platforms that creates unity and familiarity among viewers.

Mission Statement

I was unable to identify anything clearly labeled as a mission statement on any platforms, but I did find three taglines that I think fit the bill for guiding the company. These statements could be used to establish their mission statement. First, “Learn. Inspire. Create!” This is the focus of the company – educating, inspiring, and creating. In that regard, I think it is an excellent mission statement with an assumed audience. You do not have to be a quilter to learn or be inspired. If you have learned and been inspired, you can create. Second, “We all start somewhere” is a simple statement that invites beginners and experts alike. And third, “Let’s get stitching!” is implying action to be taken by the visitor to use the information and tools provided by the company. If the sentiments from these statements were combined, they would make an excellent mission statement for the business.

Concerns

One concern is their inconsistent use of naming across platforms. This is likely from using existing accounts to develop the business. Despite the naming inconsistencies, they have encapsulated the fact that “[human] beings are extremely visual, and we recall and recognize things through visual associations” (Smarty, 2021). When visiting the Piece N Quilt website,

users see Natalia Bonner as the central face of the company. This visibility becomes a visual association that is reassuring, making visitors comfortable with and confident that platforms using only her name will also offer the same quality of product and services. When people see Natalia Bonner, they see Piece N Quilt and vice versa.

Brand Identity Package

The branding includes the prominent and delightful orange color scheme invoking feelings of “enthusiasm and excitement” (The Meaning of Colors, n.d.). Orange is not a commonly used color because of its intensity, but Piece N Quilt has managed to execute it beautifully across all platforms with ample use of white space and complementary colors. Their branding also includes a logo that mimics a cross slice of the fruit. This is used as watermarking, profile images, branding on physical products, and stamped on packaging. According to Neil Patel at NP Digital, “People make a subconscious judgement about an environment or product within 90 seconds of initial viewing. Between 62 and 90 percent of that assessment is based on color alone” (Patel, n.d.). Despite the strong orange coloring, the website is harmonious to look at, and all social media platforms are coordinated to match creating a friendly environment.

Favorite Brand

Piece N Quilt is a favorite brand because it has not only made it their mission to help educate quilters around the globe, but the effort is spearheaded with enthusiasm and delight through the fun logo, bright and cheerful colors, and the plethora of videos presented with delightful demeanors. They love quilting, and love sharing it with their customers and potential customers alike. The videos drive home this enthusiasm and educate the consumer about services and or

products while having fun. There is no doubt on the use of these products because they are frequently presented on multiple platforms and in different media formats. There is enough information provided on all platforms that education is inclusive and naturally happens without judgement or assumption of skills.

Suggestions

My suggestions are to increase the visibility of their overarching mission and vision of the company as well as resize some of their branding banners to better fit all platforms. With the rapid pace changes of social media, it is hard to keep up, but it is even more important than ever to get the images sized correctly because it “ensures your audience sees the full photo. Incorrect sizing could cut off some of your brand’s messaging” (Olafson & Tran, 2020). Unfortunately, the profile banner image is cropped both top and bottom on one platform (YouTube) and on the right side on another (blog). While it does not interfere with the overall execution of the graphic, it is visually unbalanced and disruptive to the viewer. I would also recommend converting to a blogging platform that allows a more consistent visual look and feel that is in line with other platforms making it less busy and cheap in appearance.

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