

## **Branding**

**Do** Include your company name in the From address of your messages so recipients know that the message was sent from a legitimate sender.

**Do** Use your own domain alias, media domain, and bounce domain so recipients only see your company's name and branding aspects.

**Don't** Use the default domain alias provided by your ESP as it ties your reputation to every other company using it.

**Do** Ask [iCubes Experts](#) for help setting up your DNS server to ensure it's configured properly.

**Do** Keep your brand identity in front of your audience with daily or weekly emails that are relevant to their needs.

**Do** Keep your logo at the top left corner of the email message.

**Do** Use the same fonts, navigation, and design aspects so your emails have the same look and feel as your web site.

**Do** Create templates with lockable fields to ensure proper branding remains in place no matter who creates and deploys the message.

**Do** Monitor what emails other members of your organization are sending and put standards in place to ensure consistency.

**Do** Remember that your brand is more than just your logo and corporate look - it's your corporate voice and personality