

Brand consistency involves more than having your team logo on all marketing materials and using your team colors. On top of the logo and colors, your promotional messages need to convey the same feeling by using a recognizable tone of voice, profile look, and feel.

Here are 8 tips that will help you achieve brand consistency.

1. Use Team Logo as Profile Image

Use the team logo on each and every social media profile you have. If you look at the big name sports teams, you'll see that all of them use their team logo as the profile picture.

This is one of the best ways to establish your brand consistency and awareness because everything you say and do on either social media profile will be accompanied by your logo.

2. Use the Same Image for Your Cover Photo

Another great way to maintain brand consistency the easy way is to use the same cover photo on each social media network.

You can showcase a larger photo of your logo or even better, use a group photo of your team to create a more personal connection.

You can also use a photo from an important match that shows your team in action or change the cover image to celebrate important events and holidays.

3. Make Sure Your Social Media Handle Is Consistent

Using the same handle on each social media channel makes it impossible for your fans to confuse you with someone else. But, sometimes using the same handle is not possible because someone else already claimed it.

That's why it's crucial to claim your social media handle even on platforms you're currently not using. Create your profile and claim the handle just in case you want to get active on that network someday in the future.

If your handle is taken, consider adding your location to it. You can add your state, city or even country but do make sure to update other social media profiles to avoid confusion and maintain consistency.

4. Maintain The Same Brand Voice

Your social media posts should reflect your brand's personality. That means you will need to develop a unique social media voice for your sports team and make sure it is the same across all channels and updates.

For example, if your team promotes upbeat and energetic atmosphere full of encouragement, then your voice on social media needs to be energetic.

You also need to take into consideration your audience so that you can connect with your fans and make them feel a part of your team's culture. Consider the language they might use, including jargon and references that are important to them.

Once you have a recognizable social media voice, be sure it's authentic and resonates with your team spirit, otherwise you run the risk of sounding fake.

5. Use Team Colors As A Color Overlay on Your Social Media Photos

Consider using your team colors as a color overlay on your social media photos. You can use a single color or create a duotone gradient which is all the rage nowadays to create a unique visual style and set yourself apart from other teams.

6. Create Social Media Templates For A Consistent Look

Create social media templates for each platform. Using a tool like Canva, you can easily add your logo, main colors, and even the fonts you want to use with your brand.

You can add those elements to a social media graphic and save it as a template. Then, every time you need to create a post for Facebook or Twitter and want to include a branded image, copy the template and change out the photo and the text. By doing so, you'll ensure that your fonts, colors, and designs will always have a consistent look.

7. Post Consistently

If you don't post on regular basis, then your marketing efforts will be wasted no matter how much you adhere to the previous tips.

If you want to be noticed and not forgotten, you need to establish a schedule and decide how often will you post on each network. Then, stick to your schedule and continue showing up.

8. Engage

As important it is to show up regularly, it's even more important to engage with your fans. This creates a personal relationship with them and makes them feel a part of your team which in turn builds brand and team loyalty. Reply to their comments, ask questions, and encourage them to join the conversation.