Lesson: Why branding matters

Your channel is like a storefront -- give it the right look to show off your style, and brand it like a pro.

✔️ Create a sensational brand on YouTube

- **Focus on the content**: Your brand should correspond to the type of content you produce. You’ll want it to convey the essence of what viewers can expect to see now and in the future.

- **Keep it familiar**: Branding should represent your channel’s style in a logical and consistent fashion. It should communicate your channel’s key message so that viewers know what to expect. Keep it simple. Make sure all of your videos, including your channel trailer, align with your branding.

- **Make it discoverable**: Branding should make it easier for viewers to find your videos and channel. Tag your videos using consistent metadata (text-based information such as titles or themes) and post your video or channel across social media platforms. This will help viewers find your channel more easily when they search for it.
See it in action

Michelle Phan speaks to beauty on her channel

Michelle Phan has a strong brand presence on her do-it-yourself (DIY) channel featuring beauty and makeup tips. Both the graphics on her channel and in her thumbnails are consistent. Her channel art also lets viewers know when to expect her next videos. (Video in English)

The Good Stuff injects a recycling theme in their branding

The Good Stuff starts every video off with the same catchy 10-second introduction that illustrates the channel’s personality and communicates the brand. Their channel art, channel icon, and channel trailer are cohesive, to help fans instantly recognize their brand. (Video in English)

✔️ Channel icon

Your channel icon visually represents your channel everywhere across Google and YouTube, so make sure it looks good large and small. It will appear overlaid in the left-hand side of your channel art banner and also on the watch page. Your channel icon could also be featured on the right-hand side on other channels’ pages if they select you as one of their featured channels.

✔️ Channel art

https://creatoracademy.youtube.com/page/lesson/brand-identity?hl=en
Channel art is the banner across the top of your channel. It provides a great opportunity to really show off your channel's personality! Channel art appears on all platforms where viewers can see your channel (TV, mobile, tablets, etc.) Upload an image that is at least 2560x1440 px.

✓ Channel description

Your channel description is shown on the About tab and gives viewers a short overview of what they can expect from your channel. It also shows up when users mouse over your channel icon on a watch page (see hover cards below). You can include up to one thousand characters and add links too.

✓ Custom thumbnails

Custom thumbnails are a great way to package your video series with a consistent look and feel. They can also help viewers pick your video out from a sea of other thumbnails.

✓ Cards

Cards are clickable overlays you can use to promote your videos, merchandise, associated websites and more. Viewers can see them on both desktop and mobile.

✓ Hover cards

Hover cards pop up when you mouse over a channel's icon on the watch page. They display your channel name, art, icon, description and the subscribe button (or indicate that the viewer’s already subscribed).

✓ Watermark

A watermark is an embedded logo that you can enable to appear in the bottom right corner of each of your videos. Whereas cards are customizable for individual videos, the watermark allows you to promote your brand at a certain moment across every video. When viewing on desktops and laptops, the branding watermark also allows your audience to subscribe to your channel without stopping the show or leaving the video. Watermarks allow your audience to see at a glance that a video comes from your channel. When creating your watermark, consider keeping these
tips in mind:

Think about the type of visual messaging you want to convey with a watermark. Do you want to use your channel’s avatar or logo, or instead add an image that invites viewers to subscribe?

See it in action

Creator Academy uses a transparent branding watermark

Viewers can subscribe to Creator Academy without leaving the video, thanks to transparent branding watermarks.

✅ Channel trailer

Introduce an audience to your channel with your channel trailer. It can be the first thing an unsubscribed viewer sees when they come to your channel, so use it to make a great impression and encourage viewers to subscribe for more.

Try it
Create a list of the most important aspects of your branding message.

Are you promoting your channel's brand consistently on YouTube? What other branding elements can you utilize to market your channel?

Check your knowledge

Branding is important because

- it conveys to viewers when you post new videos to your channel.
- it communicates to a viewer what they can expect on your channel.
- it allows you to seamlessly post your channels on various social media outlets.
- it improves upload time.

A key point of branding is to

- keep it simple.
- keep it relevant to your channel.
- keep it consistent.
- All of the above.

Why should you use consistent branding?

- Because you want your channel to be discovered.
- Because you paid someone to market your brand.
- Because you want viewers to instantly recognize your brand.
- Because you want to provide a fun experience.

What can your audience click on when you embed a watermark?
They could click to see your channel art and avatar.
They could click to see the next video in your playlist.
They could click to subscribe to your channel.
They could click to see your channel trailer.