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### Compliance reimaged: Mastering the art of branding

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By Teran Jeffery, MBA, CHC

Compliance and branding. These concepts may seem initially unrelated, but they go hand in hand when creating a successful compliance program. Compliance refers to following rules and regulations set forth by governing bodies, while branding is about creating a unique identity for your business. Branding is an essential component of any successful business strategy.<sup>[1]</sup> It involves creating a unique identity that sets your organization apart from competitors and resonates with consumers.<sup>[2]</sup> A strong brand can connect emotionally with customers, increasing loyalty and trust.

For example, think about the Nike swoosh or the golden arches of McDonald's.<sup>[3]</sup> These logos are instantly recognizable and evoke specific emotions and associations. Nike's swoosh represents athleticism, while McDonald's arches signify fast food and convenience. These associations are not accidental; they result from careful branding strategies designed to create a specific image in consumers' minds.

Organizations prioritizing compliance can use it to enhance their brand image. When an organization is known for following regulations and ethical standards, it can build trust with its customers and stakeholders. This trust can translate into a positive brand reputation, increasing awareness of compliance risks and organizational culture.

Branding works, so why not give your compliance program branding?

It is a great way to enhance compliance's reputation within the organization. If your company needs branding, here's how you can do it.

#### Brand compliance, why?

Branding evokes a positive feeling associated with the organization if done well. It gives people a visual, visceral reminder of who the department is and what it does. Branding can create social proof that others are interested in interacting with the compliance department. It can also amplify the company's values and commitment to ethics and integrity.

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