

The Fundamental Elements of VISUAL BRANDING

1 *A positive brand image is vital to a strong business foundation.*

Visual Branding is far more than just good marketing or great graphic design. Part Marketing, part Design, part Psychology — your Visual Brand is all about the importance of having a consistent visual message that evokes a positive customer response.

A well-developed Visual Brand will:

- Create a distinct identity
- Project a professional, innovative image
- Develop greater visibility for your business
- Attract, retain and solidify your customer base

2 *A cohesive logo is inherent to the success of your brand.*

Choosing the right designer is vital. Just about everyone claims that they can design a logo, but it takes experience, insight and creativity to design the *right* logo.

A well-designed Logo will:

- Be simple, easy-to-read, yet memorable
- Distinguish your company from your competition
- Evoke the essence of what you do/sell
- Look good on business cards as well as billboards
- Look appropriate in black and white as well as color
- Define your business through the use of fonts and color

3 *A memorable tag line compliments your logo and solidifies your brand.*

Your tag line is separate from your logo, yet serves to enhance your logo while emphasizing your business message.

A well-thought-out Tag Line will:

- Consist of three to seven words maximum
- Sum up the tone and premise of your business
- Position your business in the mind of your customer
- Set you apart from your competition



*Call us today to discover your
Visual Brand and develop a strong,
compelling image for your business . . .*

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