

## Why is Branding So Important & What Should I Consider?

Think about all of the items that you have around your home or office. Most if not all of them have logos or some sort of identifiable feature about them telling you who made the item and giving you a feeling about the company. A logo or a brand is made to be an easily recognizable and identifiable image for customers and viewers to associate your product with your company and differentiate you from the competition. Branding includes keeping your design theme from your logo consistent through out all of the rest of your design needs. A well designed logo instills trust in a company and can insite higher purchase power.

There are a lot of different aspects to consider when designing your logo.

Consider who your customers are.

How much do they make per year?

What age range are they in?

Are they single or families?

Are they mostly men or women?

Who do you want to be your consumers?

Are you going for a higher class consumer?

Perhaps a different zipcode or location.

Colors are another important aspect to logo design. The right or wrong color can have a huge impact on how consumers view your logo and whether or not they purchase from you.

White = Loyalty, Purity

Gray = Classiness

Black = Classiness

Red = Energy

Blue = Calm

Green = Wealth

Purple = Royalty

Yellow = Happiness

So why should I get my logo from you? Part of my job as a designer is to research your company, your consumers (or potential consumers), research your competition and provide you with logo comps that will match your needs based on all of the information. Purchasing normally involves a feeling. Whether you trust a company, you see an ad that is funny or sad, all of these things make people buy. I study the psychology of the purchase power and apply that to your logo.