

The 6 essentials for effective branding

What does effective branding consist of?

Effective and suitable branding can be the difference between gaining new clients or losing them.

1

Brand history

Include a brief overview of your firm's history.



56%

of logos use text and a symbol.

2

Imagery

Ensure that the imagery used portrays your brand.



3

Type face

Details on how to use your firm's chosen font family.



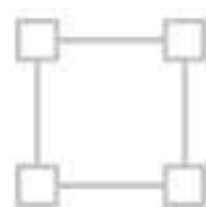
Colour can increase brand recognition by.

80%

4

Design layouts and grids

The grid acts as a framework on which a designer can organise graphic elements.



5

Colour palette

Colour is a primary sense for humans, enabling us to recognise and associate brands. Remember, colour effects peoples emotions and decisions.



57%

of a typical purchase decisions are made before a customer even talks to a supplier.

6

Logo

A logo is a visual representation of your business and should distinguish you from other companies.



Are you looking to refresh your branding?

Our expert design team are available to work with you to produce quality material that will help to promote your firm. Whether you are looking to breathe new life into your firm's branding, or produce a new logo – we can help.



For more information please contact our team on 0800 181 343 or email marketing.support@mercia-group.co.uk

powered by

 PIKTOCHART