

As a business owner, you spend a lot of time figuring out how to talk about your business and sell yourself to your prospects and customers. When you invest in great graphic design, you not only enhance visual communication, you portray your company in a way that sells you and helps maximize your success.

Credibility

Think of some of the more well-known brands and what they say to you. The Nike swoosh, the Apple apple, or the Starbucks siren. While these are all different, and convey a different personality, they are all memorable and offer a clean design. They all have clean lines, look professionally done and have become a symbol for status. A second-guessed logo or a messy website design gives a sense that your services will be too. The more you appear professional and reliable, the more reliability and trustworthiness you are illustrating.

Personality

All your graphic design should convey a sense of the personality of you and your company. A law firm that focuses on high-end cases will have a different look and feel than an up-and-coming tech company. While these are different, they can both convey a message that makes consumers comfortable and responsive. Along with this, people who understand your personality and connect with it are more likely to invest in your mission or service.

Color Psychology

This is a fun one to add and something that most graphic design firms really think about when designing new branding pieces. Green is usually environmental or money. Yellow is warmth and happiness. Purple is more royal, sophisticated, and expensive. Deep blue is corporate and conservative. These are things to consider when designing a new brand or expanding the colors you use at your company.

The bottom line is the more professional your graphic design looks, the more people will trust you and your brand. The more they trust you, the more they will recommend you to those with whom they come in contact. That will eventually lead to your brand symbolizing a certain status, and if you want that to be one that has a higher bottom line, think about what that brand should look like.