

# DEFINE DESIGN DELIVER®

*Discover your Visual Brand  
and develop a strong, compelling  
image for your business.*

## **DEFINE your business focus.**

- What are you REALLY selling?
- What is your customer REALLY buying?

*We help you define and bridge that gap.*

## **DESIGN your business image.**

- What does your graphic image say about you?
- Does your graphic image help to sell your product/service?

*We help you create a recognizable identity that  
imbeds your business in your customer's Mind File®.*

## **DELIVER your business message.**

- How are you communicating with your customer?
- What marketing tools do you use to reach that customer?

*We help you identify and develop the marketing  
materials that complement your marketing plan.*

*At Davis Creative, we design Visual Brand identity  
tools that bridge the gap between where your  
business is now and where you want it to be.*



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GRAPHIC DESIGN & VISUAL BRAND COACHING

# 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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