

# Good design isn't pretty— it solves a problem.

## THE ROI OF GOOD DESIGN— 12 TIPS



### 1. MAKES THINGS CLEAR

- Design provides a visual road map, establishing a clear path for user interaction
- Organizes images, words and thoughts into a visual hierarchy
- Delivers the image that represents how consumers see your brand



### 2. COMMUNICATES YOUR BRAND PERSONALITY—

- Design is the strategic visual expression of your business's personality
- Delivers the "emotional" image of your company
- Secures brand trust—a company is perceived as established when it has a well designed logo



### 3. CREATES RECOGNITION

- Consistent use of a logo, typography and color provides an immediate recognition factor that has great value in the marketplace
- You would not compromise on the quality of your product. Do not compromise on the quality of your brand image



### 4. ESTABLISHES TONE & CREDITABILITY

- Your visuals give the first indication of what to expect from your brand
- Well thought out visuals project an image of authority
- Well crafted messaging (words and images) promote the perception of high quality



### 5. IS THE CONDUIT FOR USER EXPERIENCE

- Your online and offline interactions are a reflection of your business— and they are all transmitted through design
- Design promotes usability— Users don't want to work hard to get information.
- Easily understandable navigation engages your visitors and provides a positive online experience



### 6. COMMUNICATES IDEAS & FEELINGS—

- Persuades, informs, motivates and Influences how people think and feel about your brand
- Design sets the expectation of who you are
- Makes your brand relatable
- Reflects your corporate mission
- People learn more visually than through any other sense

# I am as much interested in the smallest detail as in the whole structure.

## THE ROI OF GOOD DESIGN— 12 TIPS



### 7. MAKES IDEAS TANGIBLE—

- Design takes disparate pieces of information, ie words, pictures and data, and organizes them into meaningful, relatable concepts
- Design simplifies complex systems so they are understandable and project a cohesive brand image



### 8. GRABS THE READER'S ATTENTION—

- Gets your message seen
- In a world we were graze instead read, good design directs the viewer's attention where you want them to focus



### 9. GETS YOUR AUDIENCE TO DO WHAT YOU WANT—

- Encourages the behavior you want your audience to take through visual direction
- Leads the reader in the direction you want via use of visual hierarchy



### 10. PROVIDES EFFICIENCIES—

- Design creates order from chaos. Often the role of design is to hone an idea down to its most elemental form—icons. Think of the symbols used on your phone
- From publishing to manufacturing, design organizes disparate pieces efficiently
- Design honors function before form



### 11. CREATES A PERCEPTION OF QUALITY

- Good design indicates careful consideration and organization
- Good design indicates that these qualities are will be evident in the service or product they represent
- Your visuals represents your company's style
- Clients do judge a book by its cover—have a good looking cover!



### 12. SHOWS RESPECT TO MARKET & AUDIENCE—

- Good design makes the experience people have with your company more enjoyable, and provides the best possible interaction with your users
- Well designed pages (whether online or in print) engage users and builds loyalty

**GOOD DESIGN IS GOOD FOR BUSINESS!**

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Quotes—Good design isn't pretty...Karen Spencer  
Interested in the smallest detail...Marcel Breuer