elegrazia Studio

growing your brand with
elegance | grace

Top 3 Reasons to Build a Brand Identity

No. 01   Grow your customer base

No. 02   Increase revenue + lower costs

No. 03   Build customer relationships

Grow Your Customer Base

**It takes just 10 seconds
for people to form an impression of your brand.**

| CROWDSPRING |

It's a noisy environment out there. The goal is to be memorable and attract new customers. Make that first impression count by investing in high quality, creative visual branding.

Tip: Your brand suite should include both

> **If you don't give the market the story to talk about, they'll define your brand's story for you.**
>
> **| DAVID BRIER |**

black & white and color versions of your logo as well as your brand marks. According to the University of Loyola, color increases brand recognition by up to 80%.

Increase Revenue + Lower Costs

Consistent branding increases revenues by up to 23%.

| LUCIDPRESS |

Quality branding leads to improved marketplace recognition and sales. It presents a consistent view of your services which in turn creates a welcoming customer experience. Better branding boosts customer retention and lowers costs by retaining customers.

Tip: On average, 5 - 7 impressions are necessary before someone will remember a brand.

Brand Identity is built on your business and personal values. It defines how you want customers to feel when they interact with your brand.

Quite simply, it is the *personality* of your business.

Investing in a cohesive visual brand identity increases your business value.

Build Customer Relationships

64% of consumers cite shared values as the primary reason
they have a relationship with a brand.

| HARVARD BUSINESS REVIEW |

Shared values drive brand relationships. Every experience, impression, and customer touch point counts.

Tip: Quality branding reflects your identity and gives customers something to relate to and connect with. A Brand Identity Design package will include visual messaging for consistent touch points across all platforms. It will also provide a Brand Style Guide with comprehensive instructions on use of the assets.

Brand Identity Design
Package Components

Brand Style Guide

Logo Design: Primary + Secondary

Brand Marks

Color Palette

Font System + Typography Guidelines

Social Media Profiles

Favicon

Seamless Patterns

Collateral Additions

Business Cards

Flyers

Screen Savers

Promotion Items

Pricing Sheets

Blog Post Headers

Social Media Posts

About Elegrazia

Elegrazia is a design studio specializing in custom branding elegance for businesses and individuals seeking classic and modern elements for timeless designs. Each brand story is crafted as a graceful legacy in line with the client's identity and values.

Contact info@elegrazia.com
Visit elegrazia.com
Let's Get Social

elegrazia