



# **Why do I need a Graphic Designer?**

(When Dave in the pub will do it for a fiver!)


A cartoon character with a blue face and black hair is shown from the chest up. A large white speech bubble with a black outline is coming from the character's mouth. Inside the speech bubble is text.

A handy little guide to what a good graphic designer can do for your business, and why they really are worth their weight in gold!


**[www.owntwo.co.uk](http://www.owntwo.co.uk)**

# LOVE YOUR BRAND



Your brand should be the visual representation of your business, so how it looks is important.



In starting any business, it's important to be able to stand out from your competition. Your brand image is possibly the single most important aspect of your business that, if you get it right, will ensure you are noticed and more importantly, attract the right clients. In a digital world where image is everything, this is increasingly vital.




Your business is your baby! It's one of the most important entities in your life, and you've spent weeks, months even years, in planning and fine-tuning every detail. So to then not give the same attention to your brand, would be doing all that hard work a real disservice. Treat your business well and you will reap the rewards.



While “Dave in the pub” would probably be considerably cheaper in the short term, the damage to your brand image in the longer term could be extremely costly, and further down the line, you’d probably have to spend a great deal more on a full re-brand as your business grows.

A good brand is about more than just a logo, it’s about your core values, mission and about how you communicate this to your customers. Your brand is the first “face” your customers ever see of your business.

Your brand is a reflection of you. You wouldn’t go and meet a new customer in your old battered jeans and your ripped t-shirt, or without having a wash. Your business is no different. You want your customers to see that you are the proud owner of a quality business, who values what you do. Your brand should reflect that.



# BECOME MEMORABLE

**A graphic designer will use their skills to ensure you're in the minds of your customers.**



A good graphic designer can help your small business attract new customers and enter new markets. As a business owner, you will be facing a lot of competition. The visual communication of your business branding is a major factor in making it different from the others. A good designer will ensure your visual message is memorable to your potential customers.

Graphic designers are excellent communicators. Their job is to communicate all that your business is to your customers, in a visual form and to make your brand memorable.



**IMAGE IS EVERYTHING!**

High-quality Visuals are essential in the retainment of information. Us humans are visual creatures. We are attracted by beauty, by colour, by fancy packaging and bright lights. The stats speak for themselves...



**10%**

We retain only 10% of the information we hear.



**20%**

We retain 20% of information we read.



**80%**

We retain 80% of that which we see.

# BRAND CONSISTENCY

Graphic designers ensure your brand image is consistent across all of your marketing, whether online or in print.

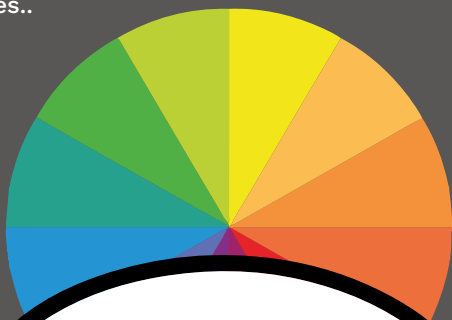
You have your shiny new logo, it looks great, but there's no point in just dropping it onto anything you send out without any thought. Whether it's online or in print, a graphic designer will carry your image right across all of your marketing materials.

Brand consistency ensures your customers build a visual memory of your business, and are able to recognise it wherever they see it. It creates a more professional and high-quality appearance which your customers will come to bond with and value.

Consistent presentation of a brand increases revenue by 23% on average.

# INFLUENTIAL DESIGN

A Good graphic designer will be able to elevate your business with clever uses of colour, image and layout. Design should influence how your customers perceive your business and make them want to engage with you and your products or services..



Colour is the number one influencing factor in purchases for almost 93% of people, and 40% of people will respond better to visual information than plain text.

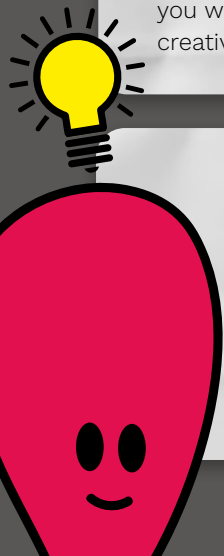
\*  
Owntwo are not affiliated with any drinks brand. Just saying! :-)

# PROBLEMS SOLVED!

Graphic designers are a creative lot. It's what they do. They are problem solvers and they solve problems by creating!

Graphic designers don't just make things look pretty. They are brilliant problem solvers, after all, that's what design is. You (the client) have a problem (say you need a logo or website designed) you hire a graphic designer to do that. But aside from just designing a logo or product, often a designer could help you with other areas of business after all creative thinking is what they're best at.

A graphic designer is overflowing with new ideas. They gather inspiration from everywhere. Often they will create a design that is amazing and something you may never have thought of. Utilise this creativity to help you solve other problems. They love a challenge!





# PRINT AND WEB READY

Using fancy graphics either in print or the web requires a lot of technical know-how. A graphic designer has got your back!

Graphic designers are experts in making sure graphics look great, no matter what their intended use. I'm sure lots of people have done it, they grab a great image from their website and want to print it, only for it to come out with the wrong colours and looking blocky and terrible quality.

Graphic designers have the technical skill and abilities to ensure your visuals always look great, whether they're for social media or a huge 50-metre long billboard!

Whatever the final destination, a designer will be able to create the images with perfect settings to give to printers, use online, or on various devices which means avoiding mistakes which could cost you time and money.

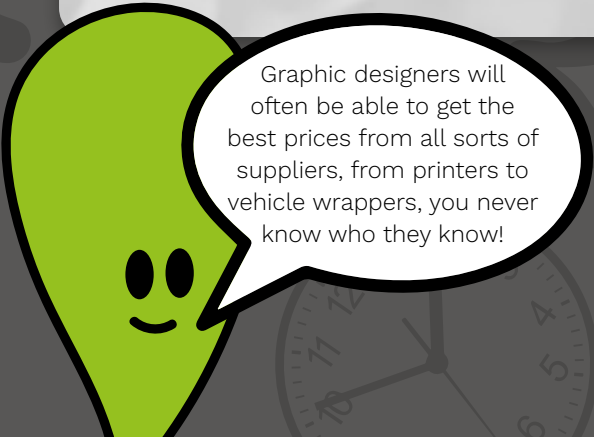
# SAVE TIME & MONEY

A good graphic designer can save you valuable time and money.

Aside from the many skills graphic designers have, they will also have lots of contacts. Good designers build up a multitude of contacts with printers, other designers and creatives, as well as other business owners.

Designers work with all kinds of businesses, so they're great at networking.

Building a good working relationship with a graphic designer could actually bring you, new customers, get things done quicker and save you money!



Graphic designers will often be able to get the best prices from all sorts of suppliers, from printers to vehicle wrappers, you never know who they know!

Now it's time for the  
Shameless plug!

If you'd like us to unleash  
our creativity on your  
business, please do get in  
touch. We love working  
on new projects.

Get in touch

e: [sp@owntwo.co.uk](mailto:sp@owntwo.co.uk)

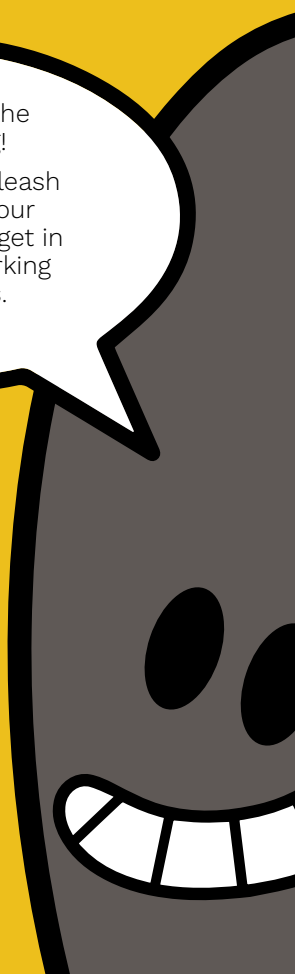
m: 07955102522

Get social



Get online

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# **WHAT WE DO...**

**LOGO DESIGN WEB DESIGN  
BRANDING BANNERS  
BUSINESS CARDS WALL DECALS  
LEAFLETS & FLYERS  
POSTERS SOCIAL MEDIA GRAPHICS  
T-SHIRTS & HOODIES  
ART PRINTS VINYL  
WINDOW GRAPHICS  
ILLUSTRATIONS  
BUSINESS STATIONERY  
PODCAST COVER ART  
COMPLIMENT SLIPS LETTER HEADS  
APPOINTMENT CARDS FOOD MENUS  
PRICE LISTS ADVERTS SHOP SIGNS  
STICKERS...**

**AND LOADS MORE!**



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