

Smarter Design

That Attracts & Engages Customers

A no-nonsense guide to improving
your marketing with **effective design**

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FREE and
helpful guide

Presented By
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Hello!

I'm Reece Ward, a freelance graphic designer and illustrator based in Clitheroe.

I created this guide to share a few simple design improvements that can help local businesses present themselves more clearly, look more professional and ultimately connect better with customers.

This isn't about complex marketing strategies, just practical design-focused changes that can make a noticeable difference.

Project

Smarter Design That
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Free

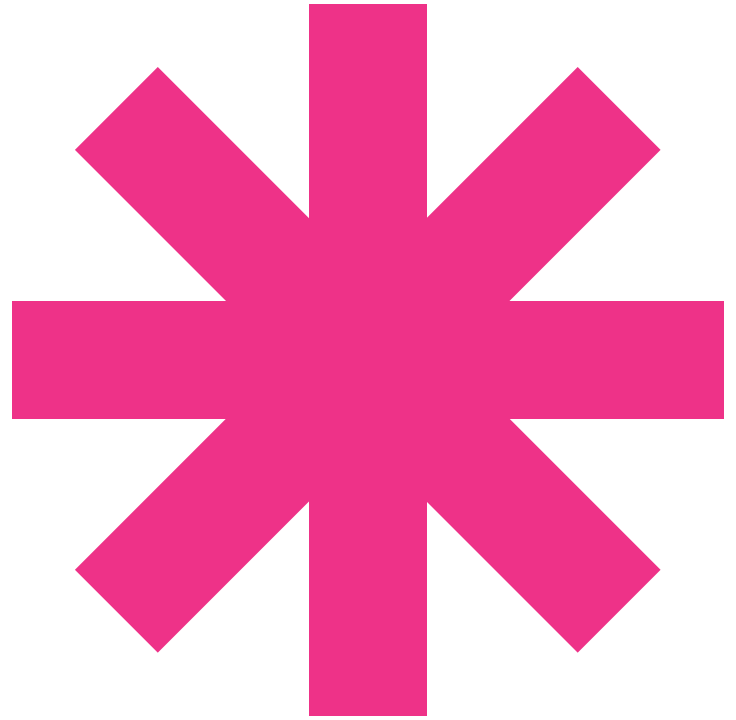
A no nonsense guide to
improving your marketing
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Index

Running a business means juggling a lot, and design often ends up being an afterthought. But small, practical improvements can make a big difference to how professional you look and how easily customers understand what you offer. This guide highlights simple design fixes that help your marketing work harder without needing big budgets or complex strategies.



1. Inconsistent Branding

2. Print Materials Without Clear Direction

3. Social Media That Blends In

4. A Website That's Hard to Follow

5. Low-Quality or Generic Imagery

6. Inconsistent Look and Feel

7. Outdated Design

8. Too Much Information

9. No Visual Identity

10. Print and Digital Don't Match

How I Can Help?

Inconsistent Branding

The Issues:

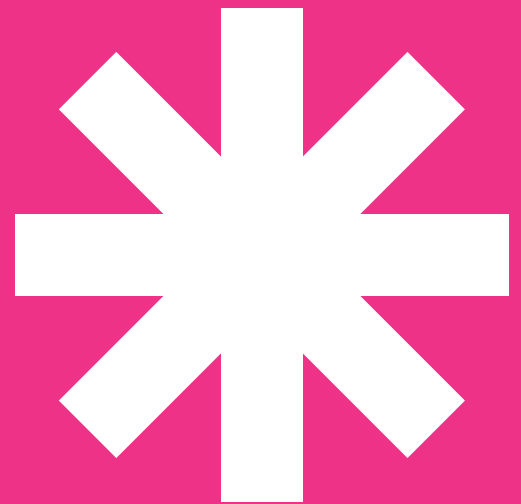
Different colours, fonts or styles are used across your materials.

Simple improvement:

Use a consistent set of colours, fonts and layout styles across everything.

Why it matters:

Consistency makes your business look more professional and easier to recognise.

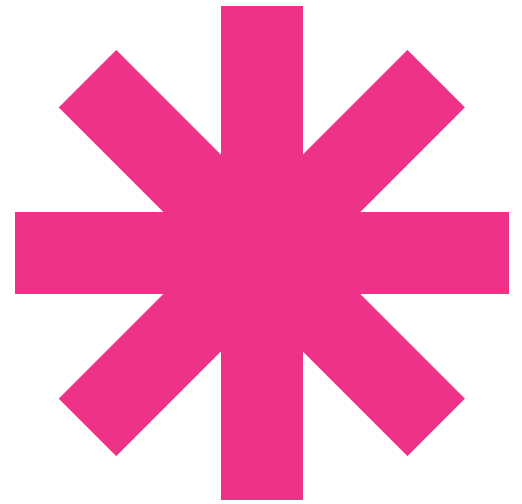


When your branding changes from one place to another, customers lose that sense of familiarity. Even small inconsistencies, a different font here, a slightly different colour there, can make your business feel less polished and less trustworthy.

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01

02



Print Materials Without Clear Direction

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Print materials often look nice but leave people unsure what to do next. Without a clear action, even well-designed leaflets or brochures can fail to convert interest into enquiries or visits.

Some of these points may seem obvious, but not always and some are often forgotten or missed.

The Issues:

Leaflets and brochures include information but don't guide the reader.

Simple improvement:

Include a clear next step such as: - Call to action -
Visit your website - Scan a QR code

Why it matters:

Clear direction helps people know what to do next.

03

Social feeds move fast, and posts that lack visual impact get lost instantly. If your content looks similar to everything else, it's far less likely to stop someone mid-scroll.

If AI is used, be subtle. Remember if you use it over anything else, in time it will kill your business and your customers. Be careful.

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Social Media That Blends In

The Issues:

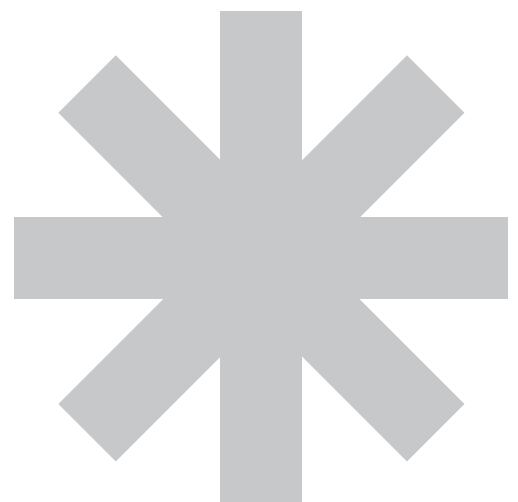
Posts don't stand out visually. Don't use AI if you can help it. Just because you can, doesn't mean you should.

Simple improvement:

Use stronger layouts, clearer headings and more eye-catching visuals.

Why it matters:

Good design helps stop people scrolling past and stops them in their tracks.



People decide within seconds whether to stay on a website. If your layout is confusing or your message isn't clear straight away, visitors will move on before they understand what you offer.

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04

A Website That's Hard to Follow

The Issues:

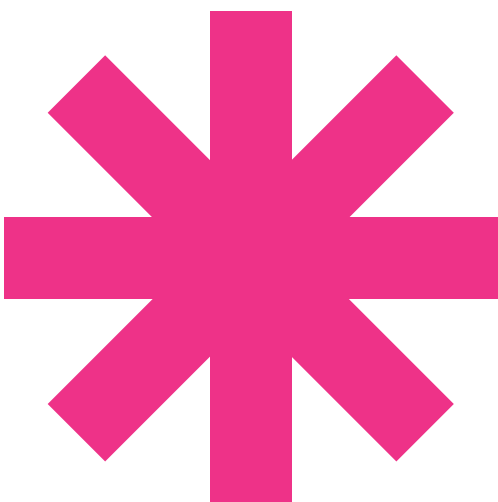
Visitors struggle to quickly understand what you do.

Simple improvement:

Clear headings - Simple structure - Obvious contact points

Why it matters:

Good layout makes information easier to take in.



Low-Quality or Generic Imagery

05

Images shape first impressions. When photos look dull, blurry or overly generic, they can unintentionally lower the perceived quality of your products or services.

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The Issues:

Your images don't reflect the quality of your business.

Simple improvement:

Use better photography or custom graphics where possible. Again don't use AI unless it's impossible to tell. They too will have a negative effect.

Why it matters:

Visual quality affects how people perceive your business.

06

Inconsistent Look and Feel

If your visual style shifts from platform to platform, customers don't get a strong sense of who you are. A scattered look makes your brand feel less established and less memorable.

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The Issues:

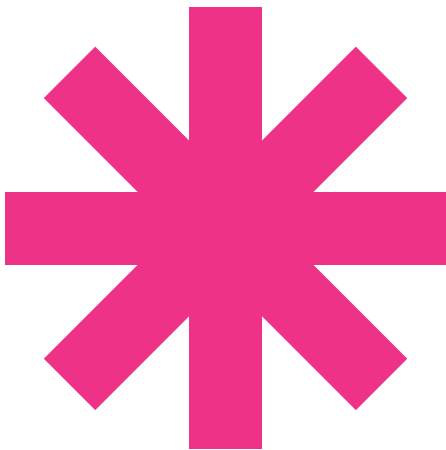
Design style changes across platforms.

Simple improvement:

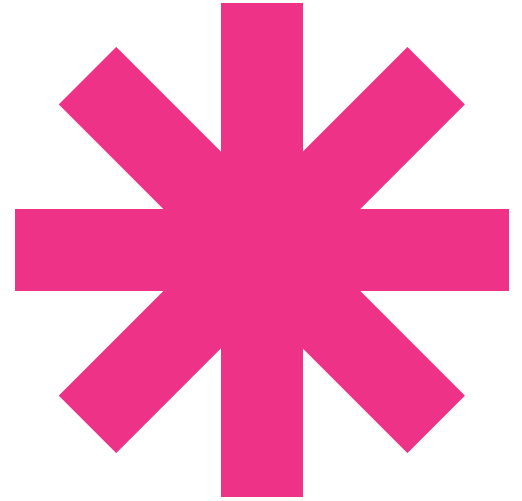
Keep layouts, spacing and visual style consistent.

Why it matters:

A consistent look builds familiarity.



07



Outdated Design

Design trends evolve, and materials that once looked fine can start to feel tired or cluttered.

Outdated visuals can make your business appear behind the times, even if your service is excellent.

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The Issues:

Your message feel old or cluttered.

Simple improvement:

Refresh typography, spacing and layout.

Why it matters:

Clean, modern design feels more professional.

Too Much Information

The Issues:

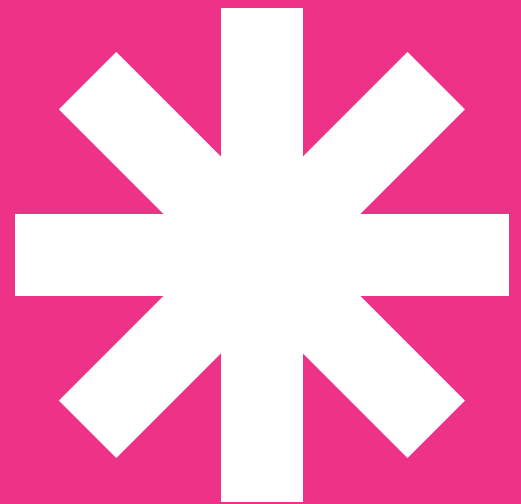
Designs feel busy or hard to read.

Simple improvement:

Simplify content and use spacing to improve clarity.

Why it matters:

Clear design is easier to engage with.



When everything is given equal importance, nothing stands out.

Overloaded designs overwhelm people, making it harder for them to understand your message or take the next step.

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08

If your business looks similar to others in your area or industry, customers have no visual cues to remember you by.

A lack of identity makes it harder to stand out or build recognition.

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09

No Visual Identity

The Issues:

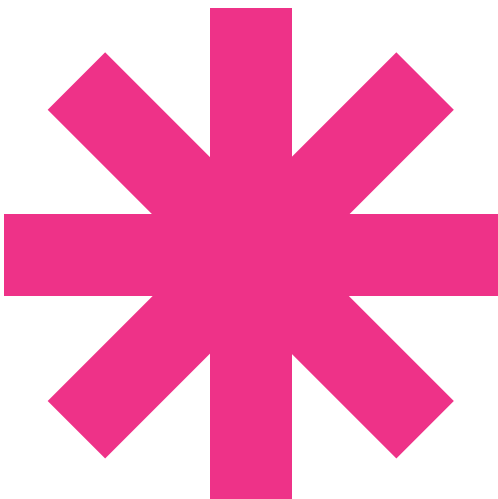
Your business looks similar to others.

Simple improvement:

Introduce distinctive colours, graphics or illustration.

Why it matters:

Standing out visually makes you more memorable.



10

Customers often move between your online and offline touchpoints.

When these don't feel connected, it weakens your overall brand presence and makes your marketing feel disjointed.

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Print and Digital Don't Match

The Issues:

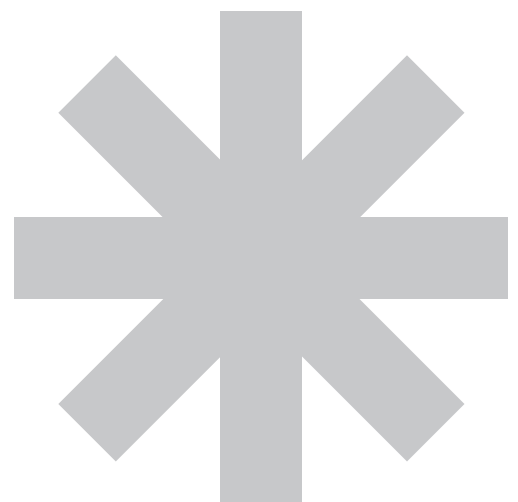
Your printed and online materials feel disconnected.

Simple improvement:

Use the same design style across both and link them with QR codes or consistent branding.

Why it matters:

A joined-up approach looks more professional and cohesive.



Quick Self-Check

- Is my branding consistent?
- Do my designs feel clear and easy to read?
- Do my materials look professional?
- Would my visuals stand out?
- Is my layout simple and structured?
- Do my print and digital match?

How I Can Help

If you'd like support with any of the areas in this guide, I can help with:

- Branding and logo design
- Brochures, leaflets and print materials
- Social media graphics
- Website design
- Packaging design
- Illustration and bespoke artwork
- Artwork setup and print-ready files

I regularly work with local businesses and printers to make sure everything looks right and is ready for print or digital use.

Free Design Review

If you'd like a free, no-obligation look at your current design and materials, feel free to get in touch.

Website: www.edisforddesign.co.uk

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Mobile: 07522 661285

Final Thought



Good design doesn't need to be complicated. Small improvements can make your business look clearer, more professional and easier for customers to engage with.