

The magic of visual communication

Every business aims to build, sustain and nurture mutually beneficial relationships with new and existing customers. So effective visual communication involves defining and conveying a consistent visual message that will develop and strengthen the trust your customers have in you.

So what is a successful visual message?

Your visual message is the basis for your corporate identity. The design of your visual message should represent the personality of your company. How do you want to be seen by your key audiences? Serious, or fun and easy going? Young or old? Cutting edge or traditional? The answers to these questions will very much depend on your current client base, or the type you want to attract. You need to show them that you understand what makes them tick.

The foundation of a successful visual message is the right visual system that will shape and develop the relationship between your company and your customers. This visual system is established through the designer's innovative use of colours, shapes, images, space and fonts. If successful, this visual system will continually reinforce positive perceptions of your business and retain awareness through strong memorable messages.

Visual components through graphic design
The first impression of your company is established through your logo. It is the most important visual statement because it directs the path that your corporate identity will take. Your stationery (business cards, letterheads and compliment slips) should follow, with a seamless design link.

Then comes everything else that your business needs. Your brochures, catalogues or adverts should again reflect the system set up earlier. Your website must translate into a recognisable, welcoming and stimulating web presence.

Consistency of style will speak volumes about you and will generate trust. The key is to take a given visual system and present it innovatively so that the design and content of new material is recognisable yet still exciting for your customers.

Maintaining the buzz online

Also important is what you do with your communication tools. Stay in touch with your customers by email with regular updates, offers and information that will interest them.

Update your website so that customers know there is something to come back for. Make sure potential customers notice you - be where they are looking.

Offer incentives to your current customers to give referrals. Use networks on-line (and off-line too). Believe it or not Facebook and myspace also offer fantastic opportunities for you to communicate to your target audience.

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Our role as graphic and web designers is to ensure our clients' messages are communicated to target audience in a visually stimulating style. These messages need to generate interest and understanding, and lock into the minds of target audiences. Working with sarabrown.co.uk, our clients are able to develop a successful visual message quickly and easily. Our flexibility is our strong point. Get in touch if you want to discuss how we can help you develop your business through successful visual communication.

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