

# Why should every business use a graphic designer?

Why are some businesses investing in great commercial design and others are opting for a “DIY” approach to branding and managing perceptions? One of the reasons is that graphic design is seen as an unnecessary cost and of little obvious value - in fact it is completely the opposite. To help you understand what using a professional designer can do for your business, here are the 5 great reasons why we are busy, and why our clients appreciate great commercial design.

## Design changes how you are perceived

Nobody goes to a business meeting or commercial event not dressed for the part as it would have a bad impact on your image. Many businesses of all sizes have an image that has never been professionally created and much is lost when an organisation looks unfinished, uses inappropriate typography and does not appreciate that how your business is perceived is one of the key reasons the phone either rings or stays silent. You can only make a first impression once.

## Design helps you to think

Working with a professional commercial designer means that you have to think about your business. You have to be able to describe where you are now and where you want to be in the years ahead, because great design is an integral part of getting you there.

## Design helps you stand out

Whether you are competing in a busy market or not, every business is competing for the attention of new or existing customers. The time it takes for a potential client to make a decision about your business is no longer measured in minutes, but in a matter of seconds. How everything looks is critical, so if you have a great product or service and are losing out to lesser competition, ask yourself is it because your branding is dated.

## Design companies have essential knowledge

Do you have the time, inclination or ability to become familiar with the professional software and skill required to create the very best commercial design solutions for your business? It's the same question that we are all faced with when having to get the car serviced or the end of year accounts prepared. Professional solutions take less time, and offer a better end result - you pay for years of knowledge and experience, and your business reaps the benefits.

## Design can save you time and help you improve margins

Using a professional designer enables you to get on with what you know best - enabling you to get a perfect solution in a short period of time and make more money. The perception of your business will change - your business will stand out, look right, and critically both customers and competitors will see that you have invested in creating a brand perception that looks reputable and professional. Great design helps maintain and improve margins, that's why brand and brand development strategies are at the heart of most marketing and business communications plans.

So there you have 5 great reasons to not under estimate the input of a designer for your business

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