

Use The Power Of Visuals To Accelerate Your Brand

The Middle East is a thriving hub for business, entrepreneurship and trade and an ideal place to grow a business. But today's markets are highly competitive, with many businesses and brands offering similar products and services to one target market.

Developing compelling visuals can give one brand the edge over others. The most successful brands in the world can be identified purely on their logos and the colours they used in their marketing and designs.

Nike's tick, accompanied by "Just do it", portrays empowerment and motivation. The bite in Apple's Apple shows disruption and creativity. The power of using compelling visuals in branding your business cannot be understated.

Consumers today have short attention spans and are bombarded with information from many different angles. We are more likely to remember an image than we are to remember a long form of text - reports suggest that visuals are processed by our brain 60,000 faster than text.

The following tips can help you implement visuals effectively.

Create your brand identity

Your visual brand tells the story of your business and supports your company's values, ethos and personality. It is the best form of expressing your company's personality—whether you want to show that you are a vibrant company or one that is more conservative, your branding says it all. Many successful companies have thought out of the box, such as how Amazon incorporated a friendly subtle smile to show that customers would be happy to shop there.

Be consistent

Consistency is a key part of your visual branding. Ensure that all your marketing efforts, from your website, brochures, leaflets and event banners, all carry the same logo and are consistent in colors. Inconsistent branding can confuse customers and will not stick in their memories. Decide on which colours, designs, fonts and images you will use from the onset and stick to them to ensure they are used on all products and marketing efforts.

Use digital storytelling

Many brands have started using video content to boost engagement with their target market. Share your content via social media platforms or on your website to help build your profile. The more places your brand is seen, the more it will resonate with your audience and grow.

Have fun in creating the visual components that make up your brand. Implement infographics and creative content that compliment you. Remember, the most successful images used are those that reflect your ethos, so don't hold back. Let your consumer know who you are.

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