

Design Intelligence:

Keys to Success

YOUR COMPANY NEEDS TO:

Brand

Branding is all about perception. It's all about how the client connects with the idea of your company and how it's presented. Through design intelligence we influence that perception so that the first impression is the right impression. The right impression attracts the right clients and keeps them. The right impression tells the client who you are and why you're worth it. Brand connects first visually on an emotional level, and then on an intellectual level. When consistent, it continues to become stronger and stronger.

Strategize

Strategy ties everything together. Strategy coordinates your goals, your company, your brand, and your communication to all build off of each other and get you where you want to be. Every design element works together, consistent over time, to exponentially build in effectiveness, while building your company's presence and client base. We develop strategy to keep you on track, effective, and moving quickly to your goals. Design intelligence defines how they all work together to build your brand, your company, and to go farther, faster.

Communicate

Often the most neglected element is communication. Every company has information that needs to be communicated easily and effectively - instructions, annual reports, signage, pricing plans, client data, and more. Communicating well means your client knows where to go, what to do, where to find what they need, and what the information means. You meet these needs with ease and you will have a self-sufficient client with a strong positive emotional connection to your company. The time you save alone is worth it.

Loyalty

Quite simply, loyalty makes you indispensable. Loyalty also creates evangelists, spreading the word and your positive brand virally with heart felt enthusiasm. Loyalty comes when they feel an emotional connection. That connection builds from having their needs met, avoiding confusion, feeling a part of something special, and an emotional connection with your brand and/or the culture you built around it. It isn't rational, it's emotional.

Premium

A premium is value beyond the status quo. It can often mean a higher margin for your services or product, and retaining it. It can also mean something more intangible, such as the joy of having only the clients or jobs you really want. It can be anything you want it to be. But to get it, you need to build that premium, and give the perception that you already have it. You become only who you present yourself as, and get only what you ask for.

**IN ORDER TO
DEVELOP:**