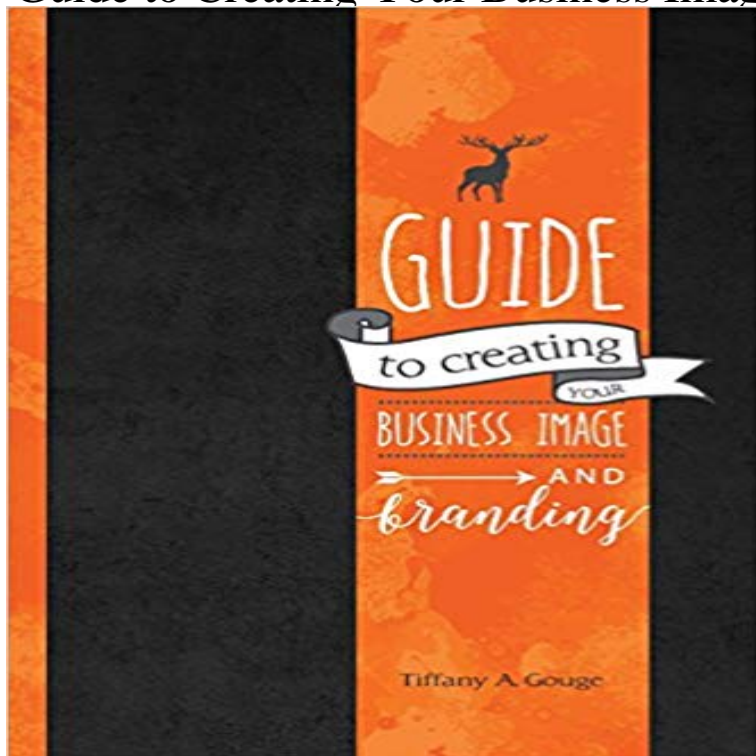


Guide to Creating Your Business Image and Branding



As a business owner, you have one chance to make that all important first impression with a potential client. Within around 5 seconds of someone looking at your logo and branding, they will have subconsciously decided as to whether they want to engage your services and do business with you - all based on your logo and branding. The information within this handbook is designed to help you make a more informed choice when it comes to the identity, branding and promotion of your business. Small business owners are generally time poor and have tight budgets. This guide supports them by: Taking the mystery out of design and print jargon Simplifies the process by teaching you the right questions to ask right from the start Teaches you how to avoid trial and error and achieve the image you want first time Eliminate frustrated conversations with printers! It is all about making that good first impression.

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