

DESIGNINGJOE

branding

Welcome to the June 2009 issue of the DESIGNINGJOE monthly newsletter.

(click here for archives)

Check out my latest website:

www.flyingpointsurfschool.com

Branding:

It's easier to start with what branding is not - and that would be: a logo. Sure, a logo represents a brand, but true branding starts with design and ends in the gut...

I'm Joe Pallister and my skills are web design, graphic design and branding. Please call me to see how my services can help your business - 347.249.1690.

And visit DESIGNINGJOE for some examples!

How do you want to be seen?

That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

DESIGN TIP

Branding

Starts with design and ends in the gut...? It seems the older you get the more things end up in the gut, but I digress...

Branding can be seen as an experience that lives in your customer's gut. Everything you put out to the public, from commercials to business cards, opens up a dialogue in which you are making a promise. Is that promise clear? Do they trust it? And, most importantly, will you be able to keep it? Backing up your promise has more value than offering a less expensive product - see Apple and Starbucks.

Let's face it - what do customers value? Good service, dependability, and a higher-quality product. If any one of those elements are poor, the customer experience suffers.

Each step of your product/service chain must be carefully designed with the customer experience in mind because in the end, that's what you're selling - an experience.

We're all customers, so ask yourself what you would want, and see if that's what you're providing.

Once again, I've referenced a great book titled **Do You Matter?** If you'd like more details on Branding, check it out!



MONTHLY SAMPLE

This logo was featured in the **March 2009 Doing Something newsletter**. It is making another appearance to accompany the launch of the new website I developed for **Flying Point Surf School**. Check it out at: www.flyingpointsurfschool.com

Good Design = Good Business.

So ask yourself: How do you want to be seen? DESIGNINGJOE can create your answer. phone: 347.249.1690 or email me!email me!

Joe Pallister: 347.249.1690 • please email me with any questions or comments please email me with any questions or comments

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