

## Branding & Logo Design



Your brand is your business's visual identity and how you wish to be portrayed by the world. A strong brand identity makes you stand out from your competitors and if done well, is one of your company's most valuable assets. In order for our digital marketing team to showcase your company in the best light, a strong and successful brand identity needs to be established for your organization.

Whether you have an existing logo that just needs a makeover or are in need of a full visual brand development, BigPxl has the tools to create the perfect identity for your company. Through careful research, audience analysis, and a comprehensive design plan, you can trust us to create a brand that will perfectly represent your company.

### Your Brand is More Than Your Logo

#### BREAKDOWN OF A BRAND

- Memorable logo or wordmark
- Successful color palette
- Professional typography
- Consistent style of image treatment
- On-brand supporting graphics & design elements
- Ability to be consistent and translate/integrate on all platforms (print and digital)
- Brand identity statement and voice



# Benefits



Due to increasing online competition, having a distinct identity and message has never been more important. A strong brand helps the audience differentiate you from your competitors and can positively influence their purchasing decisions, directly impacting your profitability.

- Makes your company appear larger and more professional
- Conveys stability
- Helps targeting your chosen audience and filter out bad leads
- Builds loyalty and trust with consumers
- Conveys your company's vision and product in a visual way
- Differentiation from your competitors

## Branding Services

- Logo Design
- Full Brand Identity
- Identity Guide
- Branding Board
- Logo Animation
- Logo Refresh

