

Using Graphics to Maximize Your Business

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Quality Graphics and Your Business

Whether your business offers products and services offline or online, high quality graphics can play an important role. You've heard it time and time again, "a picture's worth a thousand words," and that's true when you opt for high quality graphics.

Let's first look at offline businesses. How often do you see products that don't offer some time of graphic packaging designed to help sell the product, and it works? Consumer testing has shown that if you have two identical items – one with plain packaging and one with catchy quality graphics – the latter will sell.

Can you imagine going to the store to buy a bottle of orange juice and all that was on the packaging were the words "orange juice." Would you buy this orange juice or would you choose the one right beside that looked professionally packaged with colorful graphic components that were attractive and appealing to the appetite?

The automobile industry, communication industry, and food industry all know how important quality graphics attached to their products are. If the auto industry could sell cars with plain sheets of paper with just the vehicle facts, do you really think they would go to the cost of printing those enticing color brochures? They provide them because they work.

The examples are endless but you get the idea. The power of quality graphics is even more evident online. Anyone can sell online as long as they have a computer and an internet connection. As a result, there has been an explosion of online businesses and a highly competitive market has evolved. Making sales online is not as simple as one might think.

There's the high level of competition, the uneasiness that still exists by consumers, and perception, which all affect whether a visitor decides to complete a purchase. When your website is perceived as a safe place to shop visitors will buy. The use of graphics can help to achieve that feeling, and quality graphics will also entice visitors creating a positive buying experience.

Graphic design is critical to the success of your online and offline business. As a result, you should leave it to the professionals to create the perfect images for your business, and the placement of those images. Whatever you do, don't assume that a little bit of clip art or just any image will do the job. Thousands upon thousands of businesses before you have failed because of this one little mistake. Don't let your business become a statistic.

Does Your Company Marketing Plan Include the Use of Graphic Logo?

Whether your business makes use of direct mail, a website, business cards, newspaper ads, or a number of other marketing options available to you, without a good plan you may be disappointed at the inadequate return on investment you receive.

It all begins with targeting your audience so you need to understand who that target market is. That way you can maximize your ROI. You also need to create brand identity and that's where

the use of graphics is important. Does your company have the look of a reputable company that consumers can depend on?

Do you have a logo? If yes, is that logo doing a good job in identifying your business and creating brand recognition? If you don't have a logo or you don't think it's creating the branding effect it should then it's time to get busy and either design your own logo or have a website design company do it for you.

A few things to keep in mind when creating a logo.

- Consistency is important across everything you do. There should be one logo that is used on all company correspondence. It's this consistency that lends itself to branding over time.
- Your logo should be simple and easily identifiable.
- some of the most recognizable logos are a single letter or symbol. Learn from the successful.
- Color is also important and how you use that color is even more important. The color(s) you use on your logo should compliment other company colors.

Finally, don't make the mistake that so many small businesses do, and undertake the creation of your own logo. It's a big mistake to think that a little zig here and a little zag there and you have the logo your company will live with for the rest of its days. There are many aspects involved in creating a successful logo. The quick fix of creating your own logo tends to be a disaster over time, and you also waste a lot of time.

When a logo is being designed all aspects of your company will be looked at and what it is your company wants to communicate about itself, including whether the company has a slogan that should tie to the logo. Logos are highly misunderstood, and not given the full attention they should.

Your logo can tie all elements of your business together nicely and it can definitely increase your return on investment when it comes to your marketing plan.

Why You Should Use a Graphic Design Company for Your Business

If you've had difficulty finding a graphic design company with a solid reputation, you aren't alone. With thousands of companies vying for your business you'll have no problem finding a graphic design company that fits the needs of your business.

For some taking care of your own graphic design is possible, but for many the talent isn't there and you will need to look for a graphic design company that can fill your needs. Hiring a professional to do your graphic design work takes much of the guesswork out of it. They know what works, what factors to incorporate in the graphics and what doesn't work.

Look to your graphic design to brand your business. Many companies have a logo that becomes their branding image. For example, the McDonalds arch, or the Nike checkmark. Almost

everyone knows these logos. But do you know that the logo for Facebook looks like? It's important to have a logo that people remember and that customers gravitate towards because of company or brand recognition.

You should be aware, that changing a logo can negatively affect your business, and how your customers think of your business. Therefore, it's advised that you do not change your logo unless it is absolutely necessary.

If you decide to do your graphic design on your own programs like Adobe Photoshop can be real helpful. It has all kinds of fantastic tools within it, allowing you to create any design you wish. If you aren't familiar with these programs you find plenty of help books to aid you.

Graphic designs should follow visual rules for line, color, shape, textures, volume, value, tone, and form. Your design needs to create a center of interest along with unity and harmony. Good balance will provide visual weight and establish importance. The size of your graphic is important to. While it needs to be large enough to be visible and notable, it should not overpower all your correspondence, print material, and website.

Graphics play such an important role in all aspects of your business. It's important to never underestimate their value. The most successful businesses know how to maximize their graphic value. If you are unsure of how to accomplish this task on your own, turn to graphic design professionals who know and understand their industry and how it applies to your business. There are plenty of talented professionals who can help make your business the success it should be.

How Exhibition Graphics Can Promote Your Company

If you're participating at a trade exhibition, it's important that you stand out against the many participants. Your competition at the trade show will be at a local, regional, even national level. You'll need to convince the potential consumer that your business is the best choice out of all competition at the trade show. Smart businesses will look to professional exhibition graphic providers to create that distinction. They have several products that can help you achieve this distinction:

1. Work with a professional graphics company to create panels and posters, containing your trademarks, business names, logos, and others exhibition graphics you may want to use. The experience these companies bring to the table are worth the cost.
2. Promote and display your exhibition message either with a pop up exhibition stand or rollup banner system. Both methods are easy to set up and tear down, and they are also easy to transport and store after the event. They generally come in a self contained container and they take up little room for storage. In just a couple of minutes, they can be up and ready to use.
3. A professional graphics design company who specializes in exhibitions will have the necessary skills to create posters that contain a slogan relevant to the event. For example, your posters might reference the date, time, and specific event details for the exhibition. They will be skilled in producing a product with a message that is relevant to the exhibition event.

4. Whether a free standing area or shell scheme, when an exhibition graphics are well designed and display units create a professional look, it reflects positively on your company and you should expect to draw interest from visitors at the exhibition or trade fair.

Trade shows and exhibitions are commonly participated in. In fact, they are one of the best methods of exposure available to your business. You might consider participation in more trade shows or exhibitions if you see good results and you see that visitors are converting to paid customers. Don't overlook the power of advertising and exhibition graphics in the promotion of your business and what it is you have to offer.

Since these graphics are highly specialized, it is recommended that you stay with a professional graphics team and get the finished product that you can benefit from the most. Exhibition graphics can play an integral role in promoting your company and you can enjoy the long term benefits.

The Role of Graphics in the Global Market

A quick look at the global market of today's business and it's easy to see how technology has made it a highly competitive place, which has resulted in the role of graphics becoming even more important to the modern day business. Eye catching graphics are a valuable tool for today's highly competitive business.

The role of graphics is evident in our day to day lives – just take a look around. Around the world, millions of graphics are being designed in an effort to attract potential consumers and increase business sales. When graphics are properly arranged and managed, they will be an attractive asset to your business. Just tossing in a graphic is not adequate. When a graphic defines the text and adds cohesiveness and interest the graphic becomes meaningful. This is the real goal in using graphics in a global market.

Web graphics designs aid in improving website layout in a manner that will attract visitors and express the company's message, all the while effectively stimulating the senses of the visitor. It sounds simple here, but the truth is – it's a lot of work.

There are some things you should consider when you are designing a graphic. First, you need to determine who your audience is and what the status of that audience is. Then you have to look at the message and what it's trying to do. Finally, you need to know what the medium is going to be (print, online, posters, etc.).

Once you have an understanding of the basic requirements he/she needs to begin to format the layout including graphics and text. This includes the font you use as well as the size and color of that text, and how it will all come to together. Then you need to understand your graphics design including color, emphasis, text, and ensuring it has been properly proofread. Your graphic design needs to take into consideration movement, proportion, pattern, proximity, contrast, balance, color, unity, texture, and white space.

In the global market place that's growing at a rate that's hard to comprehend, graphic designs must also change in order to ensure they continue to fit properly and offer maximum benefit.

The software, printing, and graphic options are extremely flexible, as well as practical. Graphic designs are an integral part of your website and your role in a global market.

The global market is going to continue to be highly competitive and understanding the role of graphics will keep you ahead of your competition.

The Role of Graphics in Your Online Business

If you are going to run an online business graphics are essential. Whatever type of business activities you are doing online, advertising, or running an online storefront, your business will be presented to countless international customers. Your online businesses success or failure is significantly influenced based on the graphics you choose to use on your website.

When you use professional graphics on your website your site look more professional, just as when you use low quality graphics it can have a negative effect. Rather than using blurry or other graphics that are simply not good, don't use any at all. Visitors will judge your website by the quality of the graphics whether you like it or not – it's just the way it is.

Save money elsewhere and keep your budget for quality graphics – it's worth every penny! If you look like an amateur you'll be treated like one – people are leery about dealing with amateur companies.

For a graphic to be most effective, it will clearly express your brand and the public will quickly come to associate that graphic with your company. Consider the famous McDonald's M, the Blackberry dots, or the Nike swoosh. Branding is as important to your business as working capital.

When branding is done right, there is no question about who the graphic belongs to. The value of that initial investment will carry you years into the future when done correctly. Your company will not reap the benefits immediately, but they will over time as that graphic becomes recognizable you will begin to enjoy the full value.

This applies in traditional business and it applies on your website business. Online there's tons of similar sites and so the sooner you are able to create brand recognition through graphic recognition (branding), so give this task the full attention it deserves.

The role of graphics expands even further. Graphics are a powerful tool in increasing sales. There are many studies that have been done showing how top quality graphics that are placed properly on the website and with the text appropriately placed will enjoy a significant increase in the length of time visitors remain on your site.

Graphics are very important to your online business. A graphic designer can be a very valuable person to have working on your website and most times worth the cost. If you aren't aware of the full benefits of high quality graphics on your website, it's a good idea to spend a little time reading more on just how your graphic choices can affect the success of your online business.

Top Tips for Using Graphics for Your Business Publicity

If you are pitching your business, don't miss out on the opportunity the use of graphics offers you. It's an excellent tool in your business publicity. Often a high quality graphic or photo is the first thing that the reader sees. A picture serves as an anchor, which is why you will see photos or graphics associated with many top stories. In the world of journalism, a good photo can take your story from the back of a magazine to the front. Here are some top tips you should know about for using graphic for your business publicity.

- Graphs such as bar charts or pie charts help your reader better understand complex issues. Use them freely when they can add value to what you are saying or promoting.
- If you are including a photo of yourself should be above the shoulders and a good resolution. Don't be afraid to include your photo with reports, stories, as well as other advertising or marketing.
- Use exterior and interior photos of your business in media events and marketing campaigns. Consider using photos of people at work inside your business where applicable.
- Press releases for promotions, awards, new products, etc. should include a photo.
- Use graphics to create company and brand recognition
- Have graphics professionally designed for maximum value and begin to create association early on.
- Use photos that are relevant. For example, if you are a fitness trainer you might consider a photo that shows you in some type of fitness event.
- Stay away from graphics that are too big. While graphics are extremely valuable, that valuable can be undermined by using graphics that are too large.
- All images should be in a digital format so that all media and websites can have access.
- If you are involved in sponsoring events, make sure to take advantage of the photo opportunity that can benefit your business.

Graphics are a powerful tool for all businesses, yet surprisingly their value is often misunderstood, and still more often graphics are completely ignored. When graphics and photos are used in the right manner, they present an incredible amount of value to all businesses.

If you aren't sure how to get the most value from graphics and photos it's a good idea to speak with a professional who can guide you in the right direction and ensure you understand the does and don'ts of graphics and photos in your business publicity.

How to Use Images to Tell Your Story

For the most part, business marketing involves graphic images. Today's world involves digital images. Images and graphics are key to telling your story. Business graphics are powerful tools that are sometimes overlooked.

You will need to decide where you will undertake graphic design projects on your own or hire a professional that has experience in working with graphics. Your images will enhance your story, whether that story, your advertisement, your press release, and any other written correspondence your company partakes in.

There are things that work and things that don't when it comes to images. Quality is important. Choose an image that is of good quality. Never use images that are unclear or that do not look professional. After all this is your company that's being reflected.

You should also not place an image just to place one. Too often, a business will grab an image just to place an image in their story. That's not a good idea. You want your graphic or photo images to be relevant. When you do this, you'll discover a much higher readability from the beginning to end of your story.

If you have a logo be sure to incorporate it into all your print material. Product and company branding are both important and can be easily achieved using graphics in your articles. Brand and company recognition can lead to an increase in revenue so learn how to get the most out of it.

Don't be afraid to incorporate relevant graphs and charts into your story. They can bring added value and interest. Just don't make them too complicated, as that will have the exact opposite effect.

Every business has all kinds of different print material including:

- Press releases
- Advertisements
- Business proposals
- Website content
- Newsletters
- Direct mail outs
- Brochures
- Business cards
- Forms
- Interview coverage

Each form of print will tell your story in a different way because each type of print has a different function and purpose. It's important to match your graphic usage appropriately and to learn how to make the most out of your images when you do incorporate them into your print material.

This isn't always as easy as one might think it is. Many times it's worth the money to have an expert in graphics design working with you to ensure you always enjoy maximum value for your efforts. Stay competitive with the proper use of graphics and images in your print material.

Designing a Business Card With Graphics

Whether you have a company or you are a freelancer, your business card is critical and how professional your business card looks can make or break your business. After all, it is the first contact you may have with a potential customer.

There are all kinds of business cards you can choose from, or you can design your own. Many are not aware of the importance of putting good graphics on your business card. Too often a graphic design is grabbed just to fill space, which means you miss an opportunity to leave a lasting image with the person(s) who receives the card.

The graphic on your business card should be associated with your business, with you, or with what you do. Graphics are a great way to brand a company, product, or person. Your business card is a bit like your portfolio but the mini version. It tells the recipient what you do and how they can contact you. Many times business cards are kept by the recipient for a very long time. When you use the graphic right it's likely that the recipient will make the connection and instantly or almost instantly.

Once you've chosen your logo or graphic you will need to decide on the paper you will use, colors. Your options will depend on whether you are going to print your own business cards or have them printed professionally. Try not to choose a paper that's too busy because it can be irritating and your business card just might land in the trash.

Your business card should include your logo or graphic, company name, your name, your title, phone number, email address, website, mailing address, and slogan or catch phrase if you have one. The information on your business card should be clear and concise, and remember your graphic should be memorable to your business and create branding.

Many don't recognize the real potential of a business card and tend to cut back on distribution to keep the cost down. That's a huge mistake! Business cards are an easy and affordable way to get your name and your business out into the community, allowing you to connect with like minded people, and potential clients or customers. Next to the web, it has the easiest and most affordable method available to a business or freelancer to gain the exposure necessary to grow your business.

When it comes to your graphic – take your time, consider your message, and choose wisely the first time so you do not have to change your graphic later. It's that important!

How Web Graphics Design Can Help Your Business Grow

Its official – web graphic design is now recognized as the most modern method for online communication and it's certainly easy to use. It's a good idea to explore the different options you have available to you in the form of visual stimuli. Web graphics engage the imagination, create appeal, and even affect cognitive skills. Graphic designs play an important role in the public image of any brand, and therefore when product endorsement is an issue you need to give your graphic design the proper consideration.

There are a number of excellent graphic design service companies that can provide you with excellent graphic designs that are aesthetically pleasing and visually appealing to your visitors. There are simply some elements that don't convert to words and the proper graphics can.

When it comes to marketing, the significance of graphic design services is well known. When graphics are successful, it can increase the profits of a business. The graphic designer you hire needs to study the requirements of your business and look at your internet marketing plan. As the graphics design company designs your graphic designs, they can grow your profits. To get optimum graphics for your website, spend the money and hire a professional graphic design company to do your web graphic designs for you.

The needs of a business pertaining to graphic design needs vary depending on budget and type of business. When imaginative skills are put to work on graphics creations, the choices are endless. Spectacular designs can be fashioned by smart use of images, colors, and sounds. An experienced graphic designer will provide a professional looking website.

Your graphic designs choices need to match the web design, site content, and types of clients. Online competition is fierce and it's getting fiercer every day that goes by. Your focus should be in pioneering graphic design elements that will be effective.

Graphic design is also used in logo design. A logo gives your company a symbolic identity that helps them stand out from the crowd, and it's often referred to as branding. Your professional graphic design can be used on your websites, letterheads, flyers, and business cards.

When you are selecting a graphic design company look for experience, value, and reliability. Choose a company where you feel comfortable with the staff and where there are value added services. It's all about matching your company with the right graphic design company to get the most value.

Business Proposals do Better with Graphics and Color

Many companies have their own unique branding, which often includes unique packaging, a logo, and other graphics that make them identifiable and recognizable. Many are not aware how important it is that this same recognition transcend across to business proposals. It's a well known fact that business proposals do better when graphics and color are used correctly.

Color and graphics are recommended except when a customer forbids its use, which is rare. However, when graphics and color are used it is imperative that that sound judgment be used. Throwing some clipart or a colorful logo just because you don't know what else to do will harm your business proposal not help it.

There are a number of factors that contribute to an excellent business proposal:

- Page layout
- Legibility through font choice

- Proper white space
- Good use of graphics
- Color

The latter two – graphics and color – are the most important of all the components involved in a good business proposal. There is some excellent research backing the use of color. An independent study found there is a 73% increase in comprehension and a 78% increase in retention when color and graphics are used. A University of Minnesota study found when simple graphics were used the message persuasiveness increased by 47%.

Why do graphics have such an impact when combined with words? Some people learn better with graphics, others are skimmers so they are more likely to absorb content that includes graphics. When graphics are statistical in nature, they tend to carry authority.

Here are some ways to enhance your business proposal with graphics and color:

- When doing a business proposal always include your company's logo.
- If you have a company color make sure it is incorporated throughout your document. For example, you can subtly including a line between text and header in your company color.
- Avoid the use of poor quality generic clip art. It will do nothing for your business proposal. Don't add just to add. It needs to have value.
- Don't use graphics that are too complex or high tech because you will frustrate your reader and lose them.
- Try to illustrate an idea in text graphically.
- Never put your graphics at the end of your document.
- Always consider your audience when adding graphics.

Business proposals are important document and they can be much more successful when you incorporate quality graphics and color into your business proposal.

Using Graphics in Your Direct Mail Will Increase the Responses

Did you know from the minute the recipient gets your direct mail out and opens it, there are only 10 seconds where he or she will decide whether to continue reading it or throw it in the trash. During those 10 seconds your recipient's eyes become fixed on the images and headlines. They never look at the body for even a split second.

Before your reader ever notices the text you've written, the reader sees the photos, the clipart, and the drawings. Once you understand the effects graphics have on flow of the eye, you can increase your response to direct mail outs by getting the reader's attention.

- The reader's eyes will follow the direction in which the illustration is focused.
- If something in the illustration points the eye usually will follow in that direction. For example, if a woman is wearing a vertical striped blouse, the eye will follow those stripes.
- Place the captions as near to the pictures as you can.
- Captions need to be below the picture or to the right. They should never be to the left or above the picture.
- You can capture and expand your readers view so he/she scans the whole page rather than just a small section.
- At the far left of the page put a commanding picture to draw the reader's eye and therefore expanding the readers view to take the entire page in.
- If you have pictures with people in them put them to the left and the eye will be drawn to them.
- Put color pictures to the left and black & white pictures to the right.
- Never put an eye grabbing picture on the bottom of your page because it will draw your reader to the exit point.
- Studies indicate that 80% of eyes will go to a vertical shape then a horizontal shape.
- Readers will see circled areas before they will see square areas.
- A burst will immediately get the attention but it can backfire by causing a distraction.
- People will read within a border before they read the open text.

If you want to increase the response to your direct mail, using these tips will certainly help. Direct mail outs can be a powerful tool when used properly. They can also be an expensive form of advertising so you won't want to waste your ad budget.

How Graphic Posters Can Help Maximize Your Small Business

The global economic uncertainty has had its toll on many businesses, but smaller companies have especially suffered. The crunch in profits has led to a reduction in the financial resources available for marketing, advertising, and promotions, almost always the first place costs are cut. Think graphic posters – you'll be amazed at how they can help maximize your small business.

In fact, the graphic poster is one of the best tools in an environment that is volatile. Posters have been around for decades and have long been recognized as one of the most effective promotional tools out there for small business. Let's look at some of the advantages of a poster:

- Small businesses put posters up where they will be visible to people repeatedly. When seen over and over again the posters tend to stimulate interest in the minds of those who have seen them and that initiates action.
- Posters are a cheap promotional tool. In fact, they are one of the cheapest at your disposal, making them ideal for small businesses. Cut your costs further by finding a discounted printing service provider.
- You can easily customize posters for all budget sizes as well as initiatives. You can also use your poster campaign as a bit of a teaser about what's to come.
- With a few simple software programs such as MS Publisher, or Adobe Photoshop, you can customize the design of your poster.
- The beauty about poster marketing is that it can be highly targeted so your posters will only flood where your potential customers can be found.

Just as real estate is all about location, poster success is all about the placement of those posters. Posters should always be placed at eye level and they should be placed in areas where traffic flow naturally comes to a stop. Place your graphic posters in areas where a number of people hang around.

Graphic posters are a good form of advertising for small businesses. It's cost makes it a choice for even those small businesses that have tight budgets. You can rely on graphic posters to get you the type of response you need to help your business grow and prosper. During slow economic times, the graphic poster is an affordable form of advertisement that offers a lot of bang for the buck, so don't overlook this tried and true marketing form for something more costly, newer, and less effective.

Help Your Business Grow Using Graphics

For the best result off your web, design you to incorporate graphics. In fact, web graphic design has become known as the simplest and most creative way to communicate online. By using graphics, you can incorporate cognitive and visual components to create a website that draws visitors in and keeps them there. You have only a few seconds to capture your visitor's interests before they hit the back button and using graphics is certainly one method of doing so.

Graphics are also important in the branding process. Brand recognition and product recall are often associated with an effective graphic. Just look at McDonalds and their big M. Everyone instantly knows what that means. Your graphic choices can play an important role in the public perception of your company and the products or services you offer.

Many companies around the world offer graphic design services. The market is highly competitive and with a little bit of research you can find a company that meets your vision and your budget. A web graphic design company can give your website the aesthetic appeal it needs and they will turn words into pictures.

It's no secret – it has long been known that there is significant value in graphic design when it comes to marketing your products and business image. A graphics design person will take the

time to study the requirements of your business and review your marketing plan. Then they will move forward with creating graphic images that fit your business goals. While you can undertake this project on your own, it's one of those things that is worth the price you will pay to hire someone to do it and get it right the first time.

The cost of graphic designing will correlate with what it is you need. When it comes to graphic designs, the sky is the limit. Your graphic designs should complement the look and feel of your website and it should distinguish you from the competition online.

You can also use graphic design to create a logo or some type of symbolism that over time becomes associated with your company. This type of branding has long lasting effects. The graphic images can be transferred from online to your business cards, invoices, letterhead, and other paper products.

If you still aren't convinced of the value of graphic designs when it comes to growing your business, take a look around you. In any given street where businesses are located, you'll find all kinds of graphics and logos that your brain instantly knows where they belong. You too have the power to use graphics as a visual aid in company and brand recognition.

Choosing the Right Graphic Vehicle Wrap to Promote Your Business

Today's economy is a tough sell. Competition has been opened up tremendously thanks to the internet. As a result, companies have had to think harder and smarter about how they can grab the attention of potential customers. Marketing has become a very sophisticated game and the messages are bold and attention grabbing. Vehicle wraps have become more common than ever because they are effective forms of advertising, but only when you choose the right graphic vehicle wrap to promote your business.

By personalizing your company vehicle with related graphics, you effectively turn your vehicle into a mobile billboard. Wherever you go you take your company's message and spread it with those who come in contact with your vehicle whether that's on a freeway, on a city street, parked, or sitting in a parking lot. The day of being stuck with the same old ad signs forever are gone.

To begin you need to choose a specialist. If you had heart disease you wouldn't go to an oncologist. The same applies for your graphic vehicle wrap. Find a company that specializes in vehicle wraps. Look for a level of professionalism you can trust.

You want to use a company that not only knows how to put a graphic wrap on your vehicle but also who understands your business and who your targeted market is, thereby creating a graphic that does what you want it to do. Graphic wraps are marketing tools. If they do nothing but make your vehicle look different they are a waste of your money.

The most important component of your vehicle graphic is in the design itself. This isn't something you are going to change in a few months. Your graphic needs to represent your company for the next five or so years. Like with so many things at the end of the day you get what you pay for. So if you go cheap you can expect cheap.

Choose the company who will do your graphic vehicle wrap who offers a solid warranty. Some material manufactures such as Avery, 3M, or MacTAC offer warranties that range from three to five years against peeling, fading, and other manufacture defects. Then the company should offer a warranty against defective workmanship.

Putting a graphic vehicle wrap on your auto to promote your business is an exciting time. Never before have you had such a powerful marketing tool. It can cover a large area and target many people. So what are you waiting for?

Using Web Graphics On Your Website to Maximize Your Business

More and more webmasters are recognizing the value of using graphics on their websites to maximize business. That's because using the right graphics can improve the appearance of the site and motivate a visitor to act. Using web graphics on your site is a smart business move.

The graphics you opt in combination with the text you utilize will present the flavor for your site. It will give your website its own personality, its own look and feel. It can be , serious, fun, or warm and inviting. When graphics are used right you can stand out from the competition. But before going graphic crazy there are some things you need to know.

The graphics you place on your web page should serve a function. If they are just there because they look cool take them off. There is no question that there are thousands of cool and impressive graphics but unless they serve a purpose there's no value to putting them on your site.

There are a number of different types of graphics you can use on your website. Navigation buttons are used to help your visitor comfortably move around your site. They should be easy to read and you can include a small image. Your logo identifies you, and people begin to remember it over time. It gives you brand name recognition.

Background images can add visual appeal to a website but they can be bothersome if you aren't careful used. There is nothing worse than trying to read text on a graphic that almost makes it invisible. Visitors are very quick to hit the back button if it makes their eyes hurt.

Title graphics called mastheads, are a good way to get recognition for your site. Use something unique that will stick in the minds of visitors.

Photos are popular on websites because they can make a page friendly and inviting. If you plan to use photos on your website you should optimize them for the web otherwise your pages will load slow and people will become impatient and leave before it ever loads.

For a professional looking page match your fonts on all navigation buttons. Your graphic images should match your website colors and typefaces. Your web page should be no more than 60k so if it's larger than that either optimize your graphics or remove some of them.

Graphics are used to improve website functionality. Don't place graphics on your site unless they have a purpose. When adding graphics you always must balance their usefulness against the loss in speed for your page to load.

Using web graphics on your website makes good business sense so why not give it a try?

Business Branding With Graphics

Business branding is a phrase we hear often but what exactly does it mean. Business branding with graphics establishes a visible queue to identify products, services, or a company as a whole by customers and potential customers alike. A graphics design is an effective way to create an association between a design and a product in the mind of the viewer.

While words are certainly a powerful tool, when it comes to brand recognition graphics are far more effective.

You want your company, your products, and/or your services to stand out in the minds of consumers and a good graphics design combined with a good marketing campaign can do just that. Look at companies like Apple, Nike, or McDonalds – three examples of branding through graphics. The ultimate goal for you and your business is to leave a lasting impression on consumers that over time require no words to know how you are.

Graphics branding should also extend to your packaging attracting attention and that graphic should be seen as attractive by the consumer. Look at Gillette or Venus products. You want to buy them just because of their packaging and you can pick them off the shelf by recognizing that packaging without ever seeing the name.

Your logo graphic needs to differentiate you from the competition, and if you are like most industries, there is plenty of competition. A recognizable logo is key to branding and to your business. There is lasting effect here and long term value as we've seen in the examples we already presented.

There are numerous mediums used to advertise businesses and it is well known that the use of graphics in advertising has lasting benefits to the company. Internet, print, and television ads all have the potential to have a strong impact. Proctor & Gamble is a coming that is proof of the power of a good advertising campaign that creates recognition and loyalty to a graphic design.

But it needs to go further than that – there has to be overall branding online. Professional graphics design companies have experience in creating superior graphics to create brand identity. Look at what the Walt Disney website has done or what Microsoft has done. Great example of how a solid graphic design can be powerful in your online branding.

When graphics are incorporated into online promotions, emails, newsletters, or other forms of online interaction they create a visual effect that the consumer is quick to begin to recognize when it crosses their path. Those same graphics can be incorporated into brochures, stationary, business cards, banners, and the list goes on.

If you want to reach a targeted audience, you need to reach them through a visual image. When that image is used throughout the business over time your business branding with graphics comes full circle.

Creating Effective Business Cards Flyers and Brochures Using Visual Design

There was a time not that long ago where print specialists or professional artists designed and produced all of your print material. Today, there are a number of excellent do it yourself options and while they aren't likely going to be as good as having a professional design it for you, it can save you a bundle and it can certainly be acceptable for use.

Thanks to a number of different software programs and print material creating your own business cards, flyers, brochures, and other print materials has never been easy. You have a number of choices when it comes to typeset, font size, and the graphics you use. In no time, at all you'll have created a professional look and you have the freedom to let your vision come through.

However, everything is not always better. Sometimes taking on these projects yourself can result in less than desirable results. Let's face it – not all of us have the skills to create quality materials. These set of simple tips can help you create effective print material.

Legibility

One of the most common mistakes is choosing fonts that are hard to read. While there's no need to choose a boring font like Times Roman, you should choose a font that's easy to read.

Readability

Just as your copy should be legible, it should also be readable. Contrast, white space, repetition, proximity, and alignment are all important to making your copy easier to read.

Use of Graphics

Don't be afraid to use graphics. They're a valuable tool. However, make sure that you don't just choose graphics to fill space, ensure they are relevant, and memorable. Placement of your graphics is also important. If you have not designed a logo you should and it should be used on all printed material as well as on your website.

You should use high quality graphics and photos. Poor quality can be fuzzy and unclear. That will reflect badly on your company since it will look very unprofessional when finished. Graphics that are too big or too small also reflect poorly on the finished product and your company.

One of the most underused, yet most powerful tools you have at your disposal are visual graphics. Take the time to understand how these graphics can benefit your company and your print material. If you are unsure how to get the most value from them look to the professionals.

Whether you create your own business cards, flyers, and brochures, or you hire a professional, isn't as important as making sure you just get it done.

Using Graphics and Copy to Design a Website That Sells

How to create a website that sells – it's the million dollar question. Just because you build a website, does not mean they will come and it does not mean they will buy even if they do come. It's a common misunderstanding that leaves people frustrated and disappointed because their website did not do as well as they expected.

Your copy is important and it's not well understood. When it comes to your visitors, who are your potential customers, they care only about themselves. If this doesn't sit well think about it – I want to feel younger, I want to feel skinnier, I want to ... and the list goes on. When consumers buy things, there is always an emotion attached to that purchase. When writing your copy make sure you keep this in mind.

Quality graphics are also essential to a website; however their importance is also tied to what you are selling. For example, if you have an ebook for sale that's for sale graphics may not play as important a role as it would be if you were selling a video game for the Wii or the Play Station, where graphics not only allow them to see what it is they are buying it can close the sale by enticing them.

Graphics are highly misunderstood. They are far more than pictures. They engage, entice, create emotional reactions, and they can mean the difference between products selling and products sitting on the shelf. Not all graphics are created equal. It's important that you use graphics that are only of the highest quality, and those graphics need to be relevant.

In other words, don't just choose a graphic to fill the space. Give your graphic choices the attention they deserve. Graphics are associated with products and they are also associated with branding of your. Take for example, the Golden Arches of McDonalds, which everyone recognizes. You can create the same type of branding for your business with the right graphic design. Hire a graphics design professional who has the skills to create something memorable for your online business. Simple, catchy, and designed especially for your business and/or website.

If you haven't introduced your website to quality graphics don't wait another day. Graphics are a powerful tool that will provide you with return on that investment for years to come. Your online business will benefit with an increase in revenues.

5 Ways Graphics Can Hurt Your Online Business

A web with no graphics would be a bit like chili without the seasoning! Graphics, photos and clipart are to your website as spices are to your cooking – enhancing the experiencing and leaving you with a more memorable experience.

However, just as food can be too spicy, there can be too many images on the page ruining the experience, so you'll need to find a happy, medium. Too many images can actually turn visitors away. So what type of graphics will harm more than help your website? Glad you asked. Let's have a look at 5 ways graphics can hurt your online business.

Too Large

When images are too large they can be too slow to load and they can also take away from the text. The purpose of the image is usually to help convey an idea relating to the content. When the image takes up too much of the screen, the visitor can be distracted missing the purpose of the site.

Inappropriate

When your website is a business design, you need to focus on the content of your pages and the overall message they project. You need to ensure the images you use are appropriate and reflect your business values correctly. If you do not present your image appropriately to the audience you are targeting it could be more detrimental than helpful.

Poor Quality Images

Using images that are unclear, fuzzy, poorly centered or amateur in other ways will be reflected in the assumption your business is also amateurish. No images are better than poor quality images.

Illegal Images

There's a lot of creative images on the internet and you might do a right click and save without thinking much about it. The problem is that if you use these images on your website and you may find yourself facing copyright infringement. Use only those images that are royalty free unless you have permission to use others.

Ignoring the Use of the ALT Tag

Many people ignore the ALT tags, not realizing just how important it is. The alt tag is like a free sign to your website. Without the use of the ALT tag, your website is at a disadvantage for visitors and you will also be non-compliant when it comes to web standards.

Knowing how graphics can hurt your website as well as help your website will help you to build your website in a manner that keeps your visitors interested in what your website has to offer.