

Six strategies for better brand communications



Make branding a top priority by implementing an audit of your existing marketing materials. Evaluate how your company appears in print, online and on the street by asking these questions:

- Does the logo mark inspire an image of what your company stands for?
- Are the colors working towards a positive emotional connection?
- Does the positioning statement define the brand promise?
- Will the brand reproduce effectively on packaging, embroidery and signage?
- Is the brand used consistently from business card to website?



If your branding program is not working as hard as it could be, call us to design one that will.

Call or contact me through my website to get started.

Barry Ridge

Brand Identity
Packaging
Web Design
Print Management
Display & Signage
Strategic Planning
Color Consultation



Start now!

805 764-2440

Learn more!

www.ridgedesign.com



BARRY RIDGE GRAPHIC DESIGN
BRAND STRATEGY & MANAGEMENT