

# THE POWER OF VISUAL BRANDING

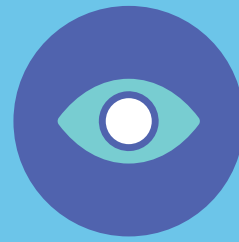


Visual identity is a consistent and engaging experience across all brand touchpoints. It creates a level of coherence that increases your brand's chances of instant recognition and deepens trust, which can ultimately contribute to a higher return on investment (ROI). Here's why.

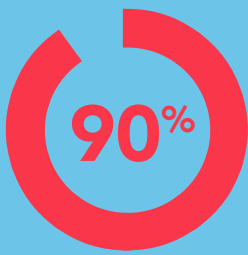
## IT'S IN OUR DNA



Visual communications date back **40,000 years**.



**Strong visuals** reach people on a deeply emotional level within the fraction of the time other mediums do.



90% of information transmitted to the brain **is visual**.



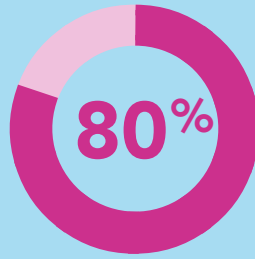
It only takes **0.1 seconds** for people judge what they see.

## ELEMENTS THAT MAKE THE DIFFERENCE

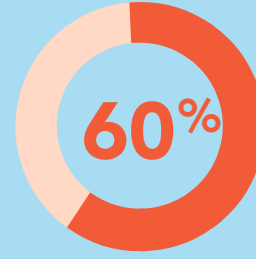
### COLOUR



90% of our judgements on brand identity are based on the colour you use.

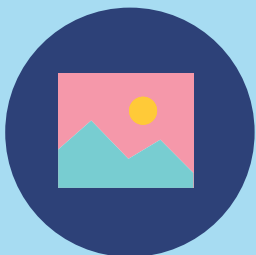


Colour can increase **brand recognition** by up to 80%.



60% of consumers prefer brands they recognise so selecting a clear colour scheme can help to build a **loyal customer base**.

### IMAGERY



Establishing a distinct visual asset that's associated with your business can help to cut through the clutter that's the marketplace and **promote feelings of familiarity** as consumers recognise your logo immediately.

### TYPOGRAPHY

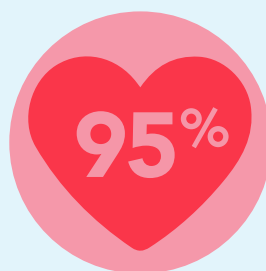


Logos that use an easy-to-read font can **improve recognition** by 17%.

## HOW DOES THIS AFFECT YOUR BOTTOM-LINE?



Familiarity fosters brand loyalty, and loyal customers have been shown to spend up to **10 times more** than newcomers.



95% of purchase decisions are **made subconsciously** with emotion at the helm, so using distinctive visual cues in your branding can tip purchasing decision in your favour.



Consistency across brand communications can **increase revenue by up to 23%**.

Want to learn more about branding? **Visit the [Snap News Centre](#).**

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