



# DESIGN ESSENCE

“Design is intelligence made visible”  
-Alina Wheeler

“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.”  
-Milton Glaser

## Graphic Design in 2019

The term “Graphic Design” was first coined by William Addison Dwiggins way back in 1922.

Graphic design is the craft of creating visual content to communicate messages. Applying visual hierarchy and page layout techniques, graphic designers use typography and pictures to meet users’ specific needs and focus on the logic of displaying elements in interactive designs to optimize the user experience.

**Trust**  
57% associated blue with business success. 43% with reliability, 34% with trust, and 28% associated with security.

**Speed**  
76% of people associate red with speed, according to Aplium Tech.

**Fun**  
28% associate orange with fun, and 26% associate it with cheap. Pantone Orange 021 is the favorite color of graphic designers.

**Tech**  
43% of people associate black with high quality products, and 26% with high tech.

**93%** of people said visuals affect purchase decision.

**80%** of people perceive brand enhancements by **Color**.

**Color** improves readability 40%, learning (55-78%), and comprehension (73%).

**Colored images hold attention 2 seconds longer than black and white.**

**A signature color increases brand recognition by 80%**



## The 8 most genuine reasons for your business to rocket with the right design sense

### 1 Enhance Sales

A thoughtfully created graphic design piece can help boost our sales by delivering a message about our service to the people.



### 2 Establish Your Company Name

Graphic designs are also helpful in establishing a company's name in its niche market. When we see an attractive logo, again and again, it reminds us of the brand behind the logo.



### 3 Build Goodwill In The Market

Also, graphic designs are great tools for earning trust and goodwill in the market. If a logo design or any other graphic design is of good aesthetic value, it fills the viewers with confidence.



### 4 Convey A Brand Message

Graphic design is also a good means of conveying a specific brand message to target customers. A professional designer first wants to know about the message the design should deliver. A brand message makes the design useful. The designer picks specific colors and typefaces to evoke an intended emotion. This emotion then becomes the message of the brand to potential customers.



For example, McDonald's logo has red and yellow as the main colors.

### 5 Unite The Employees

A company has many employees who should have a common cause to unite them. Graphic designs can help the company in this matter. The employees have company web pages, publications, uniforms, stationery, logos, brochures and many other graphic designs around them in a company. Thus, these designs become a common identity of the employees and unite them with a common identity.



### 6 Encourage Professionalism

Many companies struggle to create an environment of competitiveness and professionalism amongst their employees. Graphic design makes a lasting impression on your clients and vendors. For example, a logo design that looks aesthetically great speaks volumes about its company's ways of doing business.



### 7 Persuasion Power

One of the advantages of graphic design is that it can persuade your customers to think about your business. A well-created brochure design has the power to make the users a sense of connection to a brand.



### 8 Readability of Content

A good graphic designer can even enhance the readability of your content that you generate to grab the attention of an audience. The designer does this by picking appropriate typefaces, colors, images and more.

