



DO I REALLY NEED A PROFESSIONAL GRAPHIC DESIGNER?

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RAYNE DESIGN, BOWLING GREEN, KY

THE ANSWER IS YES!

Not only do you need a professional designer but you need a good one.

We have compiled a few facts to help you understand the value of having a good graphic designer in your corner, what they can do for you, and how to spot them.

If you run a business then you already know that how you present your company is crucial to its success. You want to look professional and send the right message to your current and potential customers. Every business card you pass out, every brochure or postcard on your counter, every ad you run plays an important role in your company's image. This is where a good graphic designer comes in.

It is necessary that the person you hire to design your logo and create the rest of your marketing materials not only be knowledgeable in the principles of effective graphic design but also understand basic marketing principles. They must also be good communicators. They should ask you questions and listen to your answers. They should learn as much as possible about your business, your goals, your customers, and your wants/needs.

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The world is excessively cluttered and over-communicated. Your design needs to distinguish you from the crowd while quickly and effectively communicating your message. Flip through a magazine and pick out an ad you like. Ask yourself:

- Why was it designed that way?
- Why was that particular color chosen instead of its opposite?
- Why was that font chosen?
- Why include that particular graphic/picture?

Chances are, unless you have a degree in graphic design and marketing, you don't know the answers. But a good graphic designer will know the answers to these questions and more. A good designer will think through every detail of a design and only include elements that will add to the design and re-enforce the brand.

Whether you are just starting out or you have a thriving business, it is a costly mistake not to constantly attend to your company's image and brand building. A strong visual identity and positive personality are two of the most important assets a company has. Something this important should not be trusted to chance. The difference in cost of choosing outstanding design versus settling for a mediocre equivalent is minimal, often as little as 5-7%! A small additional investment in quality professional design produces visible results that contribute to your company's bottom line profitability!

The graphic design process is crucial to any business, making it stand out from the competition. Whether it is the design of an entire marketing campaign or the creation of a simple company logo it still has to work effectively for you. You put hard work, time and energy into turning your passion into a profession. Why put the image of your company into the hands of anything less than a professional?

At Rayne Design, this IS our passion and our profession. We get excited about every project, big or small. Our number one concern is that our clients experience with us is a positive one. If you are looking for a designer who can listen to your comments and has an eye for aesthetic design, a flair for color and a strong understanding of the demands in the business world, you are in the right place. **Our job is to communicate your vision.**

- Logo Development
 - Business cards
 - Brochures/ Postcards
 - Catalog/Book Layout
 - Ad design
 - Media/Sales Kits
 - Newsletters
 - Website Design
 - Marketing Consultation
 - Creative Copy Writing
 - Promotional Campaigns
 - Direct Mail Marketing
 - E-mail Marketing
 - Campaign Management
 - Event Coordinating
 - Print Solutions
- From concept to delivery, one call is all it takes!**

Imagine Create Succeed