

## Who Needs Professional Artwork?

What is it that makes a business or product stick in the minds of customers? More often than not, the answer lies in business "branding". This doesn't just refer to whether your business cards match your website, but whether a consistent message is projected across your business.

You are the best person to define the brand you want to project and you can start the process with some simple questions:

- What first impression do I want customers to have?
- What words/ideas/images do I want people to think of?
- What message do I want to get across?

Once you have defined your brand, it is important to use the services of a marketing consultant or graphic designer to provide you with advice about appropriate colours, images, fonts, wording of marketing materials and so on. It can be tempting to save some money by designing and printing your own business cards and flyers (colour printers are so affordable these days!). However, in addition to being difficult to maintain a consistent brand without the expertise to do so, bear in mind that consciously or sub-consciously, potential customers generally make an assumption that "cheap promotional materials" equals "unprofessional". An investment in quality design and printing can make a world of difference to your image and brand, and in the long run, will cost you a great deal less than losing those potential customers.

Michelle Grice  
Shel Design  
Professional graphic and web design for small business  
[www.sheldesign.com.au](http://www.sheldesign.com.au)