

# DESIGN that delivers

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**Good design embodies your brand** – delivering your unique message and creating a memorable impression of your company or organization.

In today's business marketplace, it's essential to have a logo, design, or graphic approach that allows your communication to gain the advantageous aspects of visual literacy as it applies to connoting key details about what your businesses can and do stand for.

A good graphic representation reflects the business and gets to the heart of the business' messaging and image, from the minute the eye scans over the brochure or ad until the eye finishes scanning and reading the text. Graphic design does more good for your business than it first seems, being an essential – if not the most essential – aspect of branding and marketing.

This paper considers the myriad benefits of graphics design's typographic and image-based visual language and how it can impact your business to bring stronger markets to life, increase sales, build credibility or make connections between the business and customer, enhancing your image or message with the audience. A successful business or organiza-

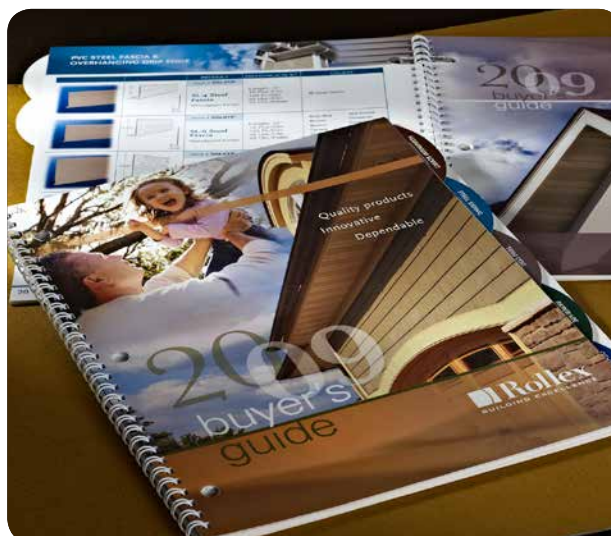
tion interfaces with its customers or membership in various ways, on myriad levels. The relationship becomes between customer and product, customer and image, customer and message, customer and copy approach [humor, heart-warming advertisements, etc.]

#### key elements we will consider:

- appropriate use of typography
- strong, targeted messaging
- information hierarchy and relevancy
- use of color to add impact
- overall design and layout

> Design forms the basis of how your company and brand is seen by the world.

Typography can be a key design element as it is in this layout for a product catalog for a siding manufacturer.



## Create Designs that Deliver

The first thing that a consumer, member, potential employee, potential investor, or lay person encounters in the first minutes of interfacing with an advertisement or brochure is the design. Before, zeroing in on individual icons, research indicates that the eye moves into the design first, whether it's an exhibit graphic, brochure cover, newsletter or something more representational, like a dynamic image in a magazine ad. No matter what, the eye does a broad view of the entire communication and then zeroes in on particular details, usually reading the images first and then moving to text.

Sometimes the eye does a jump-back from image to large headline or text and then back into the image again. To create a design that truly delivers then, you should work for maximum impact quickly delivered, visually engaging, powerful, and affecting from the first impression – or glance – onward.

To create designs that deliver, a memorable slogan and graphics are necessary, used harmoniously with an effective logo to help build brands' name recognition, image and identity communication, and product recognition. Big brands tend to leverage design itself, and Americans are used to being awash in the corporate presentation of it's logo and design or graphic style of it's communications, and all the complexity that it denotes, coming to feel a sense of visual recognition that works like language, connoting the key identity or message of the product.

Apple is represented by the apple with a bite out of it, to push the message of innovation and intelligence as apples are associated with "keeping the doctor away," good health, which is a great choice. Sony, McDonald's and Coca-Cola also all have a logo that says as much symbolically, tying well into archetype, social messaging, and the collective unconscious. We just expect great design from certain key brands.

Designs that deliver engage the viewer. They beckon, intoxicate, cajole, invite, argue, and announce. They pull you in; they give comfort; they give encouragement or inspiration. Engaging graphics elements and interesting typography, arranged clearly, cleanly, and with attention to messaging is what counts.

Dynamic seafood, fish and ocean images engage the viewer in this integrated campaign of print and electronic pieces geared to executive dining and hospital cafeteria menu planners and buyers.



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## Arrangements Matter: Not Just for Music

The arrangement of information helps to build designs that deliver since the business needs to communicate various things depending on the type of communication, which helps to inform the key content to highlight. To communicate clearly, visually or not, the design needs to prioritize information, create flow, and engage visually and non verbally with the audience, which, in part, directs the recipient's actions from there. Strong design is clear. Information is presented with clarity and intelligence.

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## Messaging Matters

Designs that deliver connote a message that the consumer (B2B or B2C) accepts or rejects, leading to action or sales. Consistent and constant refreshing and reinforcing of the company's or product's message and image needs to be presented to the audience with messages honed to empowerment. Slogans should be memorable; they should pop, crackle, and sizzle. They should make us laugh, move us emotionally, make us want to care.

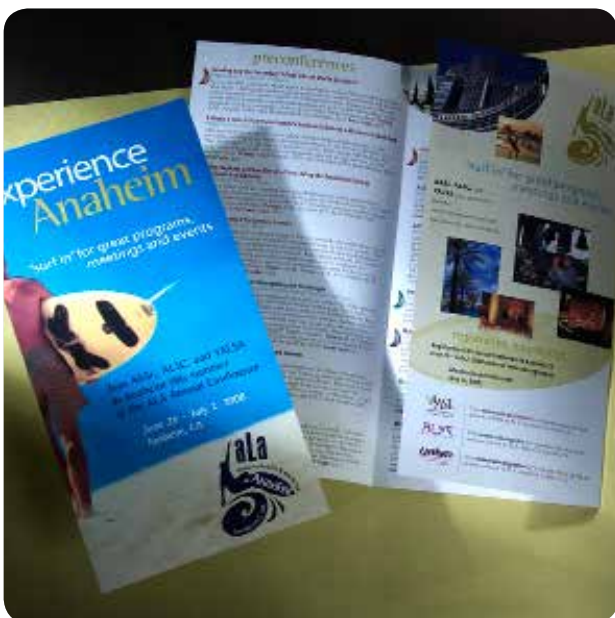
### typography and messaging points:

- emphasis of key words in a headline or theme
- bulleted or pull out copy draws readers in
- keep line lengths to 4 -80 characters for body copy
- adding 2 to 5 points of leading in body copy
- space above subheads tie them to text below

Attention to graphic representation and the way it dovetails, reinforces, and furthers the product or company's communication, identity, or product will elevate awareness, recognition and sales.

Great design partners will help focus the message, work with their clients on strategy, enhance a headline or theme to strengthen and maximize the delivery of the content, acting as a sounding board to ensure clarity of the key messages. Messaging is like the heart of design, and all print, web, or video-based media need it like a car clearly needs an engine to go.

Good text hierarchy clearly conveys important program or event details and organizes content in even densely contented pieces like this association conference brochure.



## Strong Design Sells

Good design sells things. Period. Without it, the messaging goes out the window. Sophistication, professionalism, creativity, clarity, and coherence: These are going to sell products. Small businesses and non profits might overlook the importance of great design, but they should not, as it is this very attention to detail and messaging that can help them to make a quantum leap forward.

Professionalism also helps build credibility; without it, a business is sure to fall flat on its missing reputation. Nothing builds a reputation more easily, efficiently, effectively, and consistently than being sure that all business print and electronic communication – ads, brochures, web sites, informational booklets, etc. – pay attention to the elements of strong design.

All design communications need to live up to the standards of consumer products ads and packaging, which we all experience as professional quality every day: consistent quality of execution and printing, incorporating graphics for non-verbal messaging, the visual literacy that helps customers to feel and know what a business is about in terms of its and the product's identity.

## Strong Design Makes You Stand Out

Good design makes you stand out and can differentiate you as smart, savvy, and leadership-oriented. Strong marketing design firms will dovetail with your goals, strengths, audience, purpose, company and products, working to denote an image that stands out as unique, innovative, competitive, or whatever it is that your business identity reflects for all of the ads, brochures, ebrochures, communications, and display graphics it creates.

### design and layout key points:

- strive for balance of type and image elements
- create key focal points with a hierarchy
- avoid overly cluttered pages
- add color strategically to set the mood or emphasis
- consistent use of key identity elements and logo

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Balancing image placement, copy and whitespace gives this piece for a law firm a high-end corporate presence.



Strong design is good for relationships. Design partners should aim to build relationships throughout the creation of graphics – from project start to finish – including face-to-face meetings, design presentations and project status conference calls to help empower, clarify, and ensure that the design is going to get it done and deliver on the message and brand of the company.

Good design has the end goal in sight at all times. Approaching a design assignment means focusing not only on branding but on the end results, and the professionalism of the design team and client partnering helps to produce an outcome worth defending and presenting to the audience, whether the medium is electronic or print, for a trade or consumer ad, company prospectus, consumer brochure, ebrochure, business-to-business sell sheets, corporate capabilities piece, banner ad or web site.

No matter your approach to promoting your company or marketing your services, it remains a truism that all of your communications need to focus on preparing and presenting strong design and impactful messaging to achieve a final outcome that delivers. With these in mind, it's easier to create a design that delivers.



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The design for this series delivers on the goal of creating a dynamic, easily differentiated set of materials for the two flooring types.



Good design sells things. Period.



Debra Nemeth is the Design Director at SWIMMER Integrated Marketing by Design, Inc. and has been with the firm for over nine years. Prior to joining SWIMMER she was the Vice President / Design Director at a creative design and marketing firm in Chicago.

Her impressive portfolio of work includes design and consultation with major financial services, health care, association and manufacturing clients, giving her exceptional insight into the needs of B2B and B2C clients. She specializes in branding design, web design and integrated communications programs.

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Swimmer Integrated Marketing by Design, Inc. is dedicated to understanding your business needs and creating award-winning marketing and design for any type of company or organization. We blend strategy with creativity, and have worked within a vast array of industries to give us the insight and experience you need to reach your target audience. As a full service Chicago marketing and design firm, we work with you from strategy and branding to planning and delivery – always focused on meeting your goals and providing creative insight and guidance.

Swimmer pledges to go the extra mile and deliver your company's message in compelling ways. We strive to create "Design that Delivers" every time – to increase the visibility of your brand. We are always ready for a consultation, and our office in Prospect Heights is available to meet and discuss your project needs.



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