

1 BRING AN OUTDATED LOGO UP-TO-DATE



An outdated logo will cause customers to worry that you're growing obsolete. Successful companies refresh their brands to stay relevant. Consider a refresh if you haven't updated your logo in **3-5 years**.

“...an outdated logo is usually easy to spot, even for average consumers who don't know the first thing about design.”

- Gabriel Shaoolian (digital growth strategist)



2 BUILD CUSTOMER LOYALTY

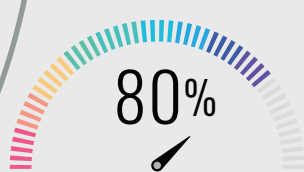
Build emotional investment by giving your customers a voice in your brand refresh. Involve the public in brand research and decision-making; you'll increase connection and customer loyalty.

Customers with an emotional relationship with a brand have a **306%** higher lifetime value

3 CHOOSE THE RIGHT BRAND COLORS

Create a Unique Color Identity

People notice and remember color. If your company's colors are mundane, people won't remember you. Update your brand colors to include a signature color or color combination and you'll see brand recognition and sales increase.



A signature brand color can lead to an **80%** increase in consumer brand recognition

Choose Colors That Convert

Colors have psychological implications. And, colors that don't make sense will undermine your brand. Update your colors with hues that send the right, on-brand message - and give potential customers the confidence to buy.



4 COMMUNICATE YOUR CORE BUSINESS BENEFITS

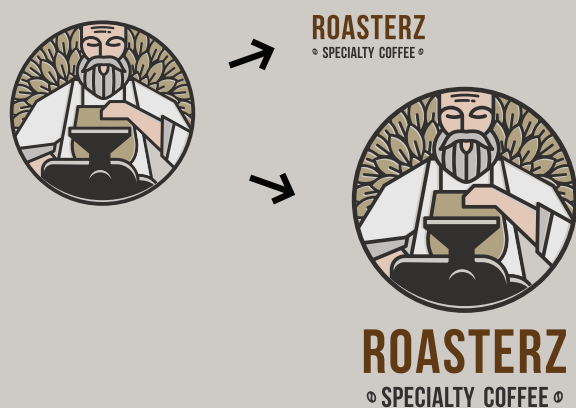
A visual brand that fails to communicate what the business does is a major problem. Customers and prospects need to easily see how you can benefit them. If they don't, they'll walk on by.

“Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms.”

-Simon Mainwaring (branding expert)



5 MAKE YOUR LOGO RESPONSIVE



Logos must scale bigger or smaller to create a strong impression anywhere they appear - from pocket-sized mobile screens to 40" computer monitors. Responsive logos adapt and keep your brand presentation consistent wherever it appears. If your logo isn't responsive, it should be.

23%

Consistent brand presentation increases revenue by up to **23%**

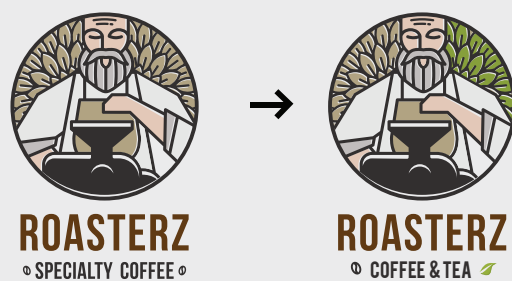
6 REVIVE A LACKLUSTER REPUTATION

Your business reputation matters. Visually distance your business from a weak reputation and indicate a new positive direction with a brand refresh. And, back up any visual brand changes with positive action, too!



43% of customers stopped doing business with a company because they lost trust in the company

7 ADAPT YOUR VISUAL BRAND AS YOUR BUSINESS EVOLVES



Up to **90%** of purchases are influenced by visual factors

Healthy businesses evolve. With so many purchases relying on visual factors, you'll lose out on sales if your brand's visuals don't align with the new reality of your business. Update your visual brand as you add new products or services, or realign values. Otherwise, people won't know what you have to offer.

SOURCES:

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