

5 Steps to Consistent, Effective Brand Communications Using Color

It's crucial in today's competitive marketplace to get the most out of every customer communication. It's an opportunity to separate your business from the competition and improve your brand recognition. One of most effective ways to accomplish this is through the use of color. Quality, cost-effective color documents can significantly improve brand recognition, drive sales, and leave a positive professional impression with your customers.



Why use color to help differentiate your brand?

- **Color improves brand recognition by up to 80%.** Marketing pieces stand out with color and help drive sales.
- **Color highlights important information and conveys a professional look and feel.** It takes only 2.5 seconds for people to decide whether to read or reject direct mail and pamphlets.
- **Color makes an impression that's 39% more memorable.** Collateral and direct mail have a bigger impact if they're in color.
- **Color increases comprehension by as much as 73%.** When customers understand the message, the sales process is faster and more effective.

Sources: Loyola College, Maryland, USA; Case & Company Management Consultants; Bureau of Advertising, Color in Newspaper Advertising; Maritz Motivation, Inc. Southern Illinois

How can you use color to cost-effectively differentiate your business?

Start with these 5 steps:

Step 1: Establish a consistent brand identity. First, it's crucial to create your own look and feel with color. If your company has a color palette and logo, make sure these are used consistently across all communications to reflect your brand identity. We recommend creating a "brand guideline document" that shows which colors and fonts should be used, and how the logo should be displayed. It's also smart to work with a professional designer to achieve a professional look and feel every time you touch your market.

Step 2: Create effective, full-color customer-facing communications. The next step is to create a new set of branded marketing pieces using color. Focus on ensuring that every customer-facing communication consistently uses the brand guidelines you established in Step 1. Try using our free business templates to create a simple brochure or newsletter. To start creating your branded business templates, visit <http://www.office.xerox.com/small-business-templates/enus.html>

Step 3: Use a high-quality color printer or MFP. Take a tip from graphic arts professionals and use a device that provides consistent color and crisp image quality, day after day. Bring the benefits and cost savings of an affordable color printer or MFP in-house to maximize the ROI of your marketing dollars.

Step 4: Choose colors that complement your brand identity. Color speaks volumes. Take advantage of our extensive research on the Psychology of Color, Color Compatibility, the Hidden Language of Color, and more. To learn more about Color Trends and Strategies, visit <http://www.office.xerox.com/small-business/tips/enus.html>

Step 5: Use quality paper. Another key to communicating brand consistency is using quality media for every application. From recycled paper to card stock and specialized photo media, using the right media will ensure consistency in print and a professional look and feel.

Our affordable, award-winning color printers and MFPs will help you take advantage of color and enhance your brand consistency across all your marketing pieces. Most feature EA toner or solid ink technology, true Adobe® PostScript® and PANTONE®-approved solid color simulations, so you can match the right colors, and create communications that truly differentiate your business from the competition.

