

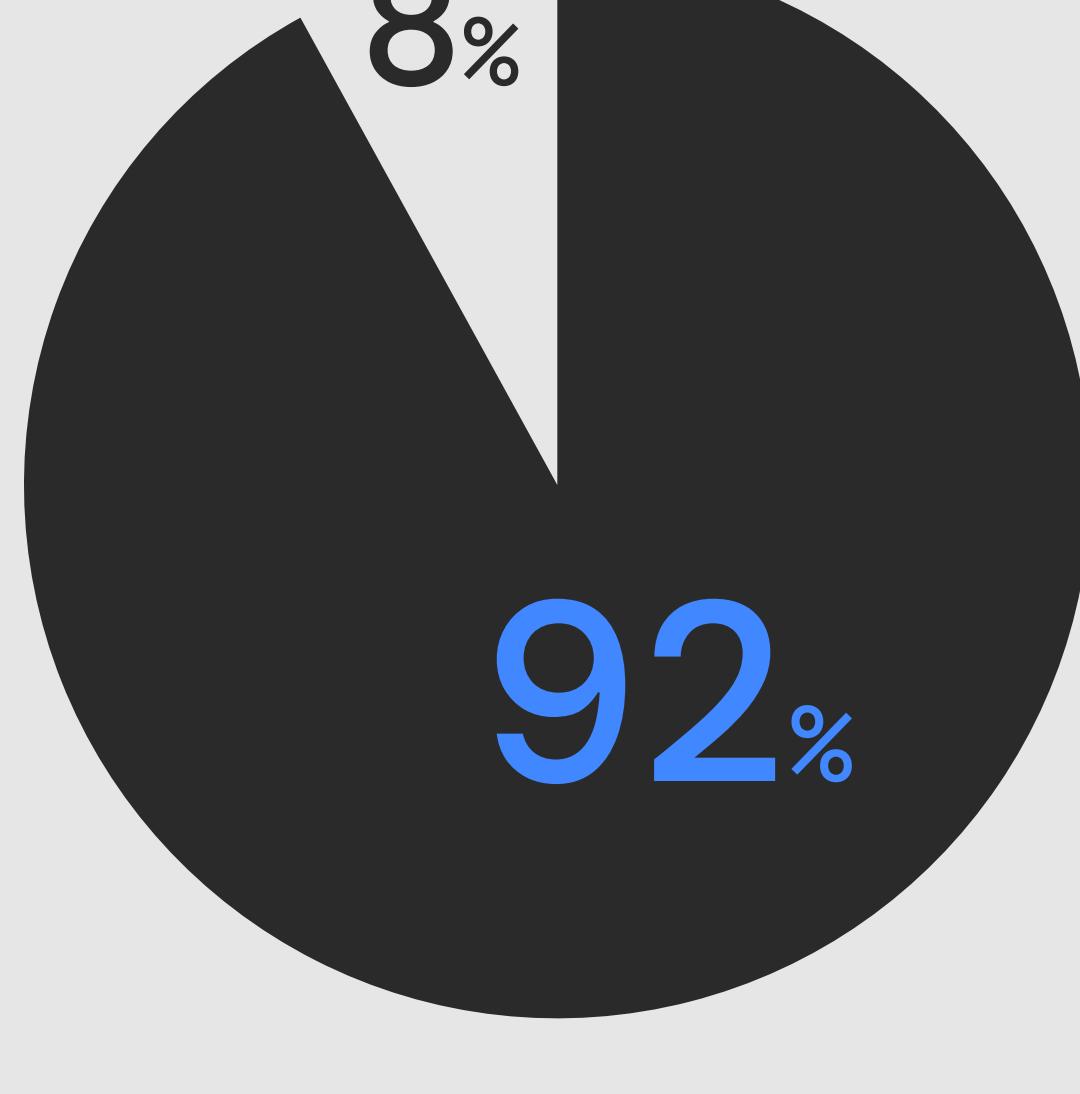
DESIGN IS THE BRAND

A data-driven look at how thoughtful design builds credibility, trust, and loyalty.

Why Good Brand Design Matters

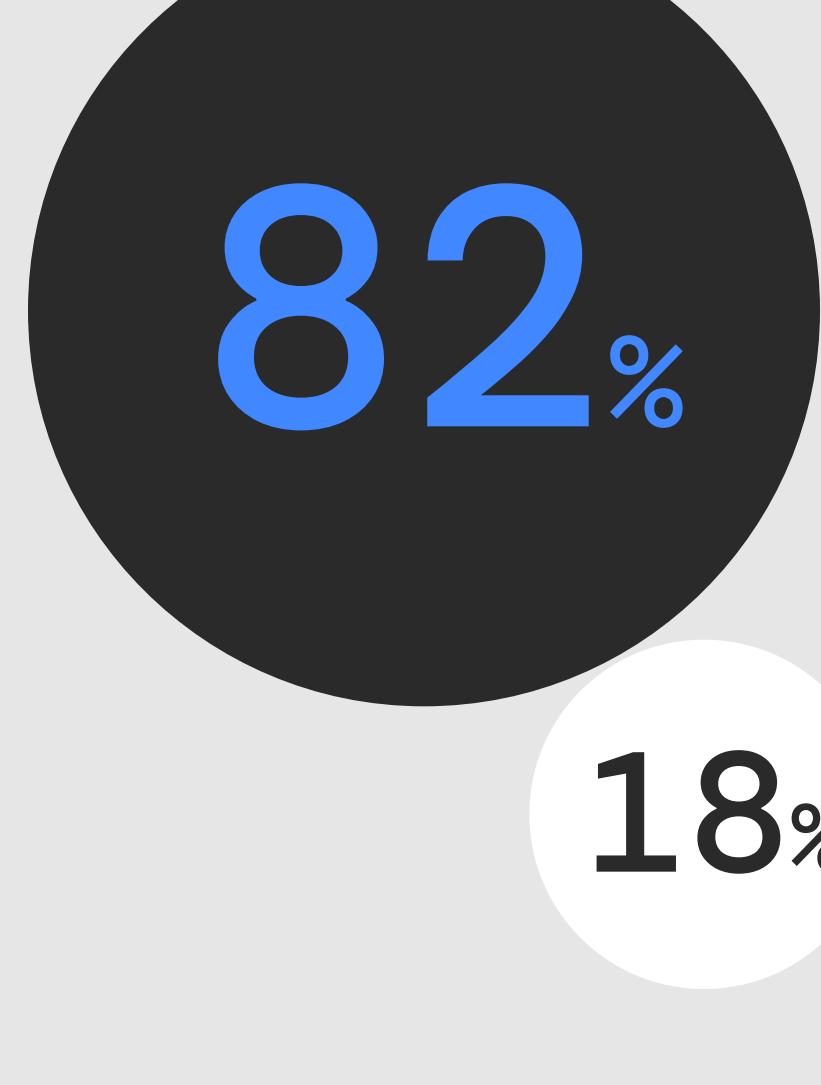
Leading Marketers on Design's Role on Brand Recognition

● pivotal
○ non-pivotal



68% of businesses say brand consistency has contributed to revenue growths of **10% or more**

87% of consumers state that a brand's design affects purchasing decisions.



Design influences the bottom line—it's a business decision, not just a creative one. Good design increases brand recognition, potentially leading to higher user acquisition and retention.

All data retrieved from

Linearity. (2024, February 22). 120 design statistics: Design principles, technological trends, and sustainability. <https://www.linearity.io/blog/design-statistics/>

Marq. (2022). Brand consistency report. <https://info.marq.com/brand-consistency-thank-you>

What Makes a Brand Visually Strong

A well-designed **logo** can positively impact a brand's reputation by

78%

84% of consumers believe that design **consistency** across all touchpoints reinforces a brand's credibility.



68%

increase in brand recognition through **consistent repetition** in brand designs

45%

increase in conversion rates through **the principle of emphasis** in ads

Animation increases user interaction by

58%

illustrating the power of movement in design.

Effective brand design creates a unified, memorable experience that builds trust and recognition.

From a thoughtful logo to consistent visuals, strategic emphasis to subtle motion, every element strengthens a brand's presence and enhances engagement with the audience, making the brand feel both credible and dynamic.