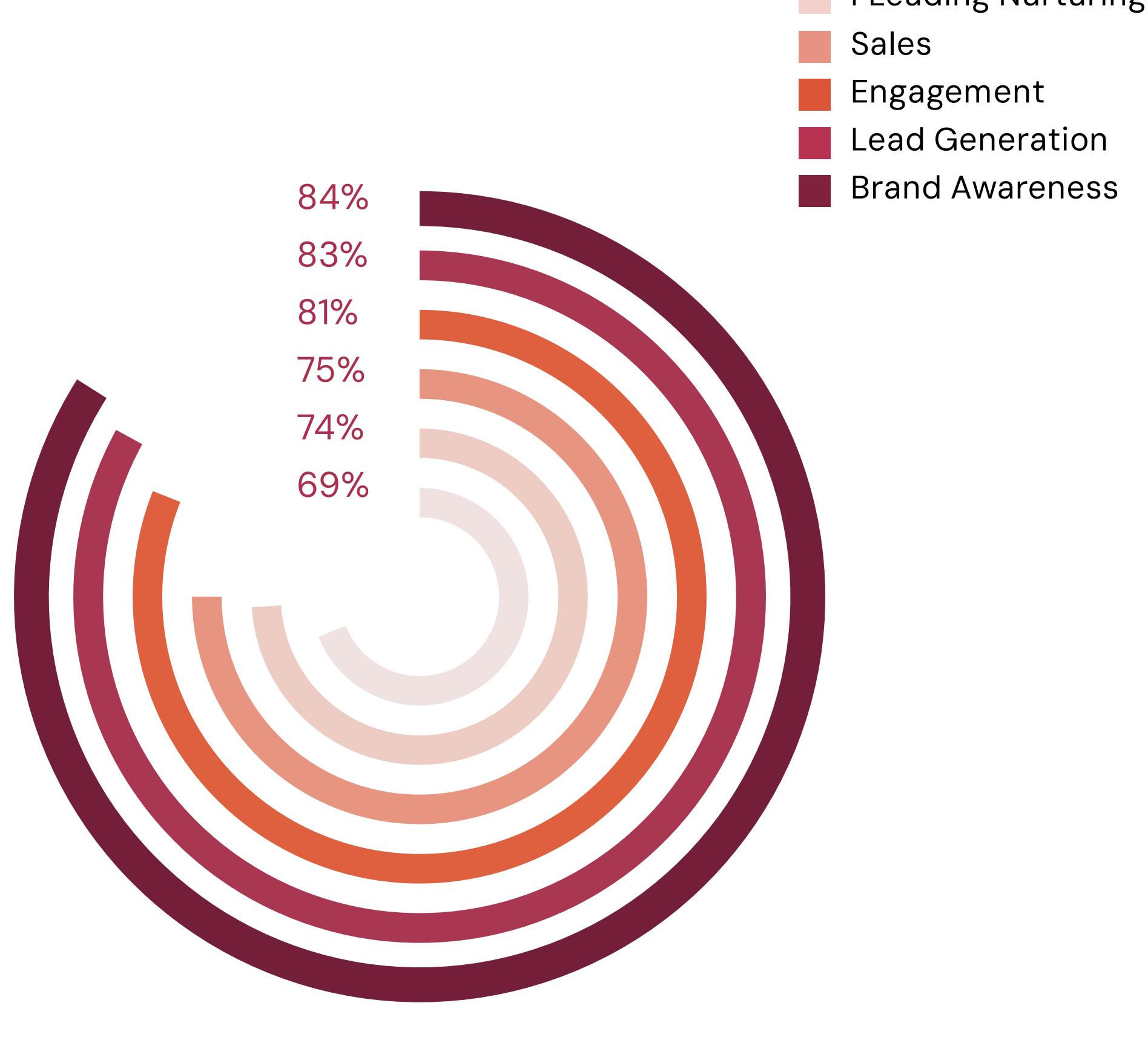


# Service Shapes Brand

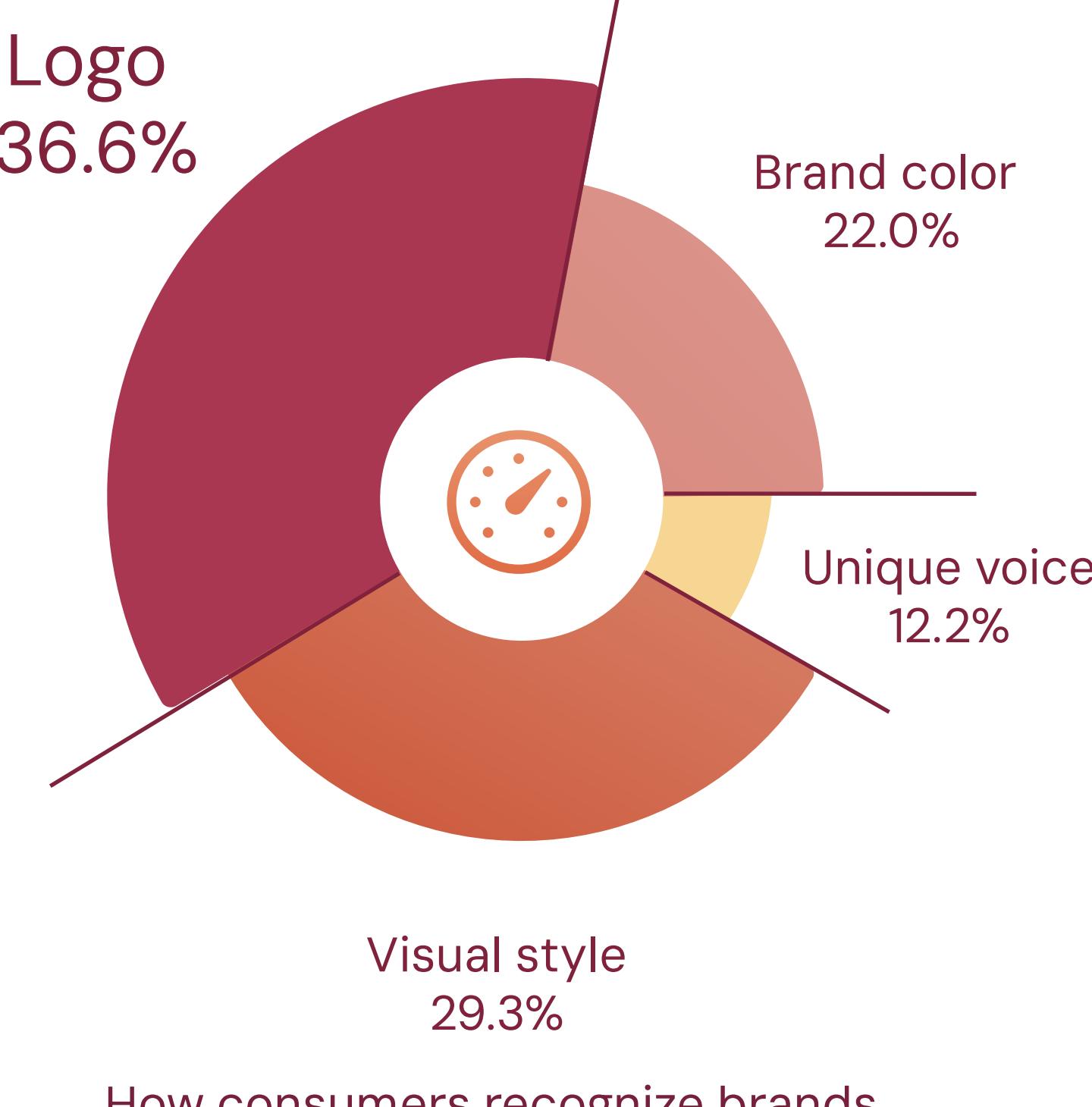
A thoughtful blend of sustainability, consistency, and service design can turn brand values into real, memorable experiences — shaping how people see, feel, and trust your brand.

## Why branding is essential

### Branding Begins with Awareness



There's a great opportunity to develop a content strategy that differentiates the brand from the competition by flipping the funnel and focusing your efforts on customer retention and customer evangelism.



7 You and your business have 7 seconds to make a first impression.

## How service design reinforce branding

### Delivering on Sustainability

Reducing the weight of a webpage by 1 MB can save approximately 1168.45 pounds of CO2 over a year, assuming 10,000 daily visits.



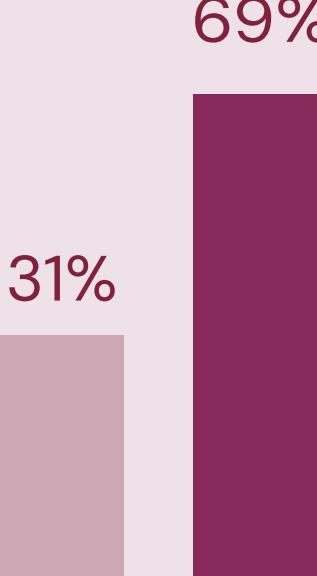
85%

Of consumers trust brands with sustainability certifications.



73%

of millennials are inclined to invest extra in sustainable goods and services, highlighting the importance of environmentally conscious design for enterprises targeting younger consumer segments



69%

Buy from a brand I know

Brand Familiarity Drives Consumer Choice

31%

Buy the cheapest product

Brand Familiarity Drives Consumer Choice

### Elevating Aesthetic Experience

82%

of companies believe their brand's visual identity is fundamental in outpacing competitors.

80%

A Signature Color Increases Brand Recognition by

### Reinforcing Consistency

