

GRAPHIC DESIGN

Graphic design has the ability to 'make or break' a brand's image, that's why we make it our mission to deliver ideas that will dazzle your customers and tell a visual story that will help you rise above your competition and get your sales skyrocketing! Here are some key reasons why graphic design is important for your business.

FIRST IMPRESSIONS COUNT

Clichéd? Possibly. True? Definitely. How your brand looks and how it's displayed is how it'll be perceived by potential clients. Business card or brochure, packaging, or prospectus, whatever the platform, people will judge a business based on its visual appeal in a matter of seconds. Your product or service might very well be the best thing since sliced bread, but with poor design, no one will stick around long enough to see just why.

EVERYONE LOVES A GOOD STORY

We're programmed to share and receive stories. Our sensory cortex lights up when we hear a story that captivates us and it helps listeners find common ground with the storyteller through shared experiences. Your brand story needs to resonate with your audience and answer why your brand exists in the first place.

BRANDING MAKES YOUR BUSINESS MEMORABLE

Efficient design provides consistency across every customer-facing platform. A professional design company will use specific colour combinations, typefaces, imagery and tones for every single element. This way, customers have the same experience visiting a website as they do reading its brochure, helping the business become both recognisable and memorable. Consistency conveys professionalism, and professionalism conveys credibility.

CREATIVITY CAN BE A DIFFERENTIATOR

If there's one thing all businesses have in common, it's that they all face competition. And when trying to eclipse your rivals, typically you need some key differentiators to set you apart, whether that's pricing or customer service. But creativity can help a business stand out too. A company's visual communications strategy serves many purposes, and making the business unique should be front and centre.

GREAT DESIGN CONVERTS

A brand spanking new website is a great thing to have. A brand spanking new website that transforms your visitors into conversions is even better. An expertly designed website or brochure will direct visitors to take action, whether it's adding an item to a cart or dialling a phone number. After all, design isn't just about making things look the part; design should attract, engage, and persuade too.

CONTACT US

Our talented in-house graphic design team live for design challenges and will work closely with you to interpret your vision and bring your ideas to life. From brochure and flyer design, to logos, business cards, and anything else you might need, we've got all the bases covered!

To find out more, speak to one of our experienced local area marketing experts today:

1800 657 797

inquiries@gdrgroup.com.au
gdrgroup.com.au/design



GRAPHIC DESIGN PACKAGES

On Demand

Min 1hr

On demand designer.
Quick turnaround

You own all output.
Working files supplied

Starter

10hrs studio time

On demand designer.
Quick turnaround

Account manager –
creative support & direction

Weekly reporting –
time and cost

Advanced

20hrs studio time

On demand designer.
Quick turnaround

Account manager –
creative support & direction

You own all output.
Working files supplied

Discount on royalty based
images and video

Weekly reporting –
time and cost