Nothing in the B2B world is static because consumers' needs are constantly changing. Over time preferences shift, so products and services come and go. Last year, what was important to your consumers might not be particularly pressing anymore. And we can be sure the competition is adapting to fit the requirements of the new ecosystem.

Because we're so wrapped up in our day-to-day it's easy to forget to take a step back and examine what industry leaders are doing.

How are their brands evolving? How are they engaging with their customers? Are they doing anything better than you, and what can you do to compete?

First impressions mean everything, so don't underestimate the importance of brand perception. **Whether your brand is perceived as modern or traditional, large or small, bold or discreet — the way it's presented must resonate with your target audience, or you risk leaving money on the table.**

At least once a year, ask yourself the following questions:

Is our brand presented in a way that invites our customers into a visually compelling story? Does it represent our brand promise, our culture, and is our collateral reflective of our current state of business? Is our imagery, color palette, and typography relevant and presented consistently across all of our sales & marketing materials?

And let's not forget about our internal teams. Do they understand your brand's mission and what makes their work meaningful? Are they true brand ambassadors, or do they feel disconnected? Does the company still stand behind its values?

If you aren't checking these boxes, your business may struggle to keep up. The good news is by taking the time to audit your materials to elevate and modernize your visual identity, you too can create a next-level brand experience turning your customers into raving fans.

94% of first impressions are design related.

Ready to make your brand the best version of itself? **Talk to us** today by visiting CostelloCreativeGroup.com/contact

---

**CREATE AWARENESS**

Leverage multi-channel marketing to remain in front of your audience.

**CULTIVATE TRUST**

Craft an elevated brand experience inspiring confidence in your products.

**DEMONSTRATE AUTHORITY**

Position your brand as the thought leader and go-to expert in your industry.

**BUILD RELATIONSHIPS**

Forge lasting bonds with customers making them brand ambassadors.
MODERN VISUAL IDENTITY

LOGO DEVELOPMENT
Every business wants (and needs) a unique and memorable logo, but what does it take to create one? Tell us about your industry, history, messaging, and target audience and we’ll craft an effective and professional logo that represents your business in a meaningful way.

BRAND STANDARDS
A brand without standards is unable to properly audit for quality or consistency. Our creative specialists will help you create, document, and template your guidelines to use as a filter for all of your sales and marketing communications.

IDENTITY SYSTEMS
Your company needs an identity that is relevant and engaging to your customers in order to succeed. Craft everything you need to make an impression including: business cards, stationery, virtual backgrounds, email signatures, and more.

PRESENTATIONS
From investor to capability decks — create impactful PowerPoint® or Keynote presentations that get the job done with clarity and purpose. Consider an interactive version for a more tailored customer experience whereby they have the power to choose their own adventure.

COLLATERAL
Whether it be a brochure, sales/data sheet, direct mail campaign, or even a pocket folder — create high quality branded communications that educate and create awareness while adding additional branded assets to your sales and marketing toolbox.

TRADE SHOW EXHIBITS
Trade shows and industry events are still an integral part of the B2B industry. From retractable banners and table throws to back walls and large scale exhibits — mobilize your brand translating it into a beautiful and effective trade show display that your team can install in minutes.

ADVERTISING
Your website, products, and services need to tell an engaging story and look professional, but first, they have to be seen. Create eye-catching print or digital advertisements that will grab valuable attention and persuade prospective customers to take action.

INFOGRAPHICS
Every industry collects important statistics and data figures that are interesting and engaging to their clients, but few companies display them in a digestible way. Translate your trend, industry knowledge, and research into easy-to-read diagrams and visual aids.

PACKAGING
From conceptual to CPG packaging across all categories — combine your brand’s identity with beautiful design to create customized packaging solutions that reflect your product’s quality, features, and benefits that resonates with you target audience.

SALES/DEMO KITS
When it comes to sales presentations and live demos, nothing beats having a real tangible product in front of you to interact with. Create customized ‘surprise & delight’ packages with sales and demo materials that your team can use for product samples, swag, on-boarding supplies for new hires, sales and marketing materials, client gifts, and more!

MAKE YOUR BRAND THE BEST VERSION OF ITSELF
Visit CostelloCreativeGroup.com/contact

With accolades from the following organizations:

CostelloCreativeGroup.com | Connect@CostelloCreativeGroup.com | 609 • 365 • 1910 | 190D Pulaski Avenue, Sayreville, NJ 08872

© 2012–2022 George Costello Creative, LLC. All Rights Reserved. | 1.9/0322