

Is your image interview ready?

DO YOUR HOMEWORK
Know the story you want to tell BEFORE you begin.

IRON OR DRY CLEAN YOUR SUIT AND SHIRTS
At first glance make yourself presentable.

DON'T GO OVERBOARD ON ACCESSORIES, KEEP IT SIMPLE
Less is more, be decisive, don't confuse your audience.

FOREGO THE COLOGNE OR PERFUME
Don't over design.



MAKE SURE YOU MATCH
Set the ground rules and follow them.

GENTLEMEN, WEAR A CONSERVATIVE TIE
Fashion trends change, so will your image.




Do your homework.

- **Learn about your target market**
 - What is the age range?
 - Where do they live?
 - What is their education level?
 - What are their expectations?
- **Determine the image you wish to project**
 - Values
 - Service
 - Personality
 - Price
- **Review your competition**
 - Locally, Regionally, Nationally
 - Find other companies you wish to emulate

Do your homework.

- **Determine must have information for all materials**
 - Name/Logo
 - Colors
 - Fonts
 - Spacing in relativity to other objects
 - Contact information
 - Slogan/Tagline
 - Photos
 - Website address
 - Legal requirements
- **What information is optional?**
- **Outline your marketing mix**



Iron or dry clean your suit and shirts.

At first glance make yourself presentable

- **Fonts**
- **Colors**
- **Imagery**






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FONTS

- **Fonts speak louder than words...**

Comic Sans	Vladimir Script
Papyrus	Carlz MT
TRAJAN	Snap ITC
Brush Script	Elephant
COPPERPLATE	Arial



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COLORS

- **Most colors carry physiological, cultural, personal, emotional, and expressive implications.**

RED

- Hot, passionate, urgent, danger, blood, devil, angry, enraged, amorous, outspoken, optimistic, power
- Tends to stand out in a design

YELLOW

- The idealist, warm, cowardice, caution, fearful, bright
- Tends to stand out in a design





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BLUE

- Responsibility, trustworthy, compassionate, honest, integrity, righteous, cool, melancholy, sad, quality, first place
- Tends to blend in a design



ORANGE

- Confident, creative, adventurous, fun loving, sociable
- Tends to stand out more in a design than green or blue



GREEN

- Ecologically beneficial, money, nature, health, regeneration, contentment, harmony, cheerful, lively, friendly, fresh
- Tends to blend in a design

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IMAGERY

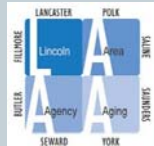
- Do you need an image in your identity?
- Does it express the correct message?



Don't go overboard on accessories, keep it simple.

Less is more

- Ads, business cards, logos and direct mail pieces should describe a piece of the puzzle, not unfold the whole story
- Focus on what's most important
- Too much in a tight space can be confusing



Forego the cologne or perfume.

DON'T OVER DESIGN

- Tons of extras don't make a good design.
- Tricks of a young designer
 - Shadows
 - Starbursts
 - Glowing everything
 - Beveling and embossing
 - Non-existent white space (white space doesn't have to be white)
- Ask yourself, do you need it?
- Does it achieve your purpose?
- Be practical, not emotional.
- Use the take away approach.

Make sure you match.

SET THE GROUND RULES AND FOLLOW THEM

Use similar fonts, shapes, logo, colors and images throughout.



Logo, business cards, website, brochure and email templates all have a similar look and feel.

Gentlemen, wear a conservative tie.

FASHION TRENDS CHANGE, SO WILL YOUR IMAGE.

When should you change?

- Necessity
- Growth, to reach growth potential or reflect the new business that has evolved through time
- Web trends 3-5 years
- Keep an eye on the competition, be a trend setter or a follower
- If you never want to change plan conservatively
- Consider a gradual change if you have a well known image
- Or if you don't have a well known image make it a big deal!