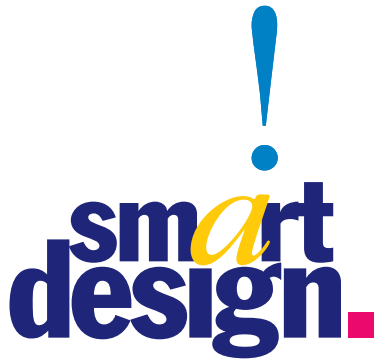


# Top Ten Identity Mistakes



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## 1. Using amateur design

Not every business can afford a New York agency, but you don't have to break the bank get great creative. Statistics show that professionally designed materials are more likely to communicate your message clearly, get noticed, and represent you professionally. Make this critical investment in your business. It is the most basic form of marketing a company can have.

## 2. Using cheap reproduction and stock

Low-end quality is expressed in subtle but definite ways — visually and through touch as your customers and business associates handle your materials. Nothing feels like quality...but quality. The pride you express in your own material goes a long way toward communicating your general business approach.

## 3. Neglecting the basics

How will you use your materials? Can you afford to reprint an expensive multi-color design? We know a company that spent a fortune to design a 4C logo only to discover most of their business was conducted by fax where the logo reproduced as a blob of black.

## 4. Lacking a tag line

A good creative source will help you develop a memorable tag line that works hard for you. Tags are great way to get a quick marketing message out every time you use your logo, as well as clarifying the type of business you're in. A great tag line is often more memorable than the logo mark itself.

## 5. Inconsistent use

Sometimes you use your logo, sometimes you don't. Sometimes you use the tag line sometimes you don't. Sometimes you match the color, sometimes you don't. Why bother to invest in your identity if you don't take full advantage of its power? A consistent treatment results in a strong brand. This is worth much, much more than your initial dollar investment.

## 6. No contact info

I searched a sales flyer for five minutes trying to figure out how to get in touch with the service department of at my auto dealership. How many prospects or customers are going to bother pulling out the phone book like I did? Be sure there is contact information on absolutely everything that leaves your company.

## 7. Mis-spellings

Nothing speaks volumes like typos in your sales material. There is something primal about it. Incorrect phone numbers, fax numbers, or email and web addresses aren't just annoying, they are lost opportunities. Be sure to proof-read everything.

## 8. Text too small

Hard to read phone numbers, address info, hours of operation or other critical information make for another annoyance factor.

## 9. Outdated material

Information that is clearly outdated such as old contact or product information, suggests to consumers that you may be outdated as well.

## 10. Inappropriate

You probably won't see materials for a funeral home that seem outlandish or edgy. Similarly, a party planner who has a look that's too buttoned down may not attract clients looking for a memorable party. Your identity is like your wardrobe. It should be appropriate for your particular business use.