cgi COMMUNICATIONS

LOGOS facts and figures

The Logo Design Process
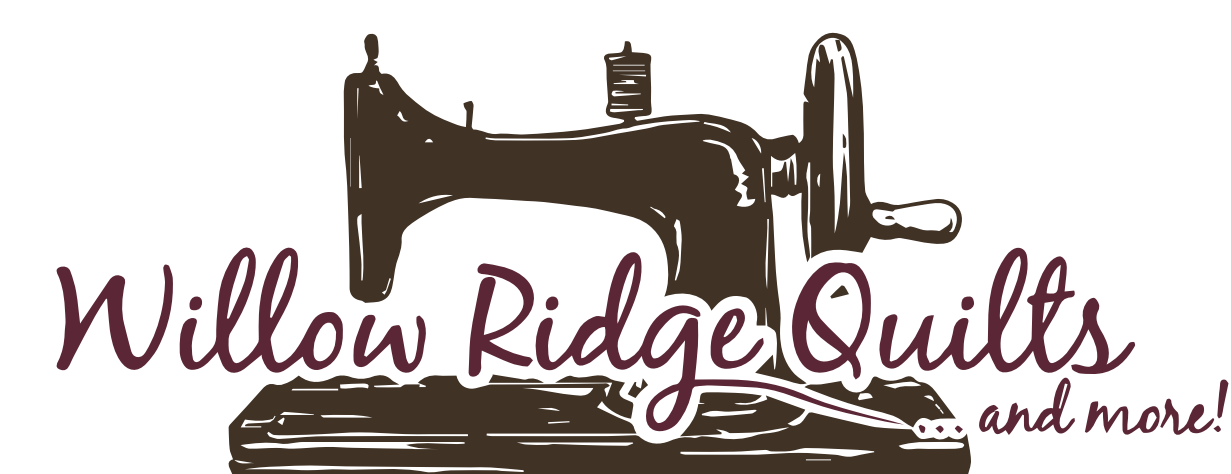
Before

After

Color increases brand recognition *by up to 80%*

DISCOUNT OIL

DISCOUNT OIL

Our brains process images *60,000x faster* than words

Willow Ridge Quilts ...and more!

Willow Ridge Quilts and more!

Sources:

https://www.tourolaw.edu/lawreview/uploads/pdfs/27_2/9.pdf

https://nuancedmedia.com/brand-identity-importance/

https://blogs.adobe.com/creative/files/2015/12/Adobe-State-of-Content-Report.pdf

https://www.zuzaprint.com/colors-logos/