

# VISUAL DESIGN KIT

# WHY VISUAL DESIGN

## Visuals Condense a Lot Of Information

People are living in a blizzard of information; emails, news, and social media feeds are just some of the snow that gets banked at people's feet. Therefore how is humanity navigating through the storm? They're tuning out. The solution is to condense information and convert into visual content. Such as videos, slideshows, graphs, charts, and info graphics, this inturn makes it more attractive and reader-friendly.

## Clarifies Brand Identity

With the increasing popularity of DSLR cameras and the stunning quality of smartphone cameras, professional photography has become an accessible and finally affordable element of building your brand.

It communicates quickly and effectively, helping potential clients understand who you are before reading a word.

An image stands a better chance of catching attention before text will (the human brain process visuals 60,000X faster than any text and retains 80% of what we see compared to 20%of what we read.)

Therefore people will create an impression of your business' vision and professionalism by the first photo they see on their feed or your website. So be memorable with clear and professional images.

## Visuals Increase Social Media Engagement

You can't expect your social media strategy to generate results without having strong visual content. If you want the world to eat out of the palm of your hand, then creative, humorous or emotive imagery needs to be the cream you serve on top of every written message.

## Building Connections With Customers

Creating a connection with people is important for all organisations and one method to assist this is building a visual brand identity. Strong imagery on your website or social media platform will embody attributes that consumers will feel drawn towards. More so, a visual theme that is relatable to your target audience will help promote your business to the right audience.

## Added Value

Visual design is more than a picture; it can be the visual aesthetic or representation of your brand. People tend to pay more for a branded product than they do for something that is mostly unbranded. For example, the tech company Apple Inc can charge \$500 + for an iwatch because a customer is willing to pay for authentic Apple branding. The images you create for your brand can dictate the price of your product or serve, illustrate trustworthiness and bestow your brand with an authoritative voice in your industry.

# EYEPOPPING STATS



Like a moth to a flame, people's attention is drawn to visual assets. **Blogs with images receive 94% more views than blogs without images, and social media updates containing images get far more likes, retweets, and shares than those that have none.**

(Source: Forbes)

When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.

(Source: brainrules.net)



Content marketing is vital to a business, and it appears that companies value the creative component to their pieces as well. **51% of B2B marketers prioritise creating visual assets as part of their content marketing strategy.**

(Source: Content Marketing Institute)

When searching online for a product or service, 60% of consumers are more likely to consider or contact a business that has an image show up in a local search result.

(Source: BrightLocal)

**Infographics can increase web traffic by up to 12%.**

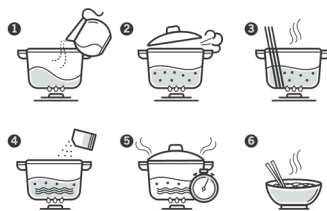
(Source: demandgenreport.com)



In an analysis of over 1 million articles, BuzzSumo found that articles with an image once every 75-100 words received double the social media shares as articles with fewer images.

**People follow visual instructions 323% better than written instructions.**

(Source: Jeff Bullas)





# SERVICES

## PHOTOGRAPHIC IMAGES | SOCIAL MEDIA, WEB, BLOG, eDM

From your website to your social media, every customer touch point will have written and visual content. The two complement each other and work in a way that aids, excites and captivates your audience. Visual content means communicating with various forms of visual assets, from graphics and illustrations to photographs. Crafting a solid visual presence is a crucial element for your website and marketing strategy.

### Professional photography

Taking the perfect picture of the delicious cupcakes you sell or the peanut butter you're developing is not as simple as holding a phone towards your creation and snapping away. It requires lighting, authentic backdrops, creative staging and time away from your culinary practice to pull it off. If you don't, your images may come out faded, amateur or off-putting. That is why B.KIDDO is on a mission to ensure businesses use top quality images in all their marketing and branding activities by coordinating high-resolution photographic shoots. We can ensure your product or service is featured in the best light - and taken seriously.

### Branded visual assets

We choose stock imagery for your social media calendar and website! Stock imagery is developed by professional photographers who have curated and styled images for marketing purposes. We source images to fit for your organisation.

### Professional editing

If you operate in a specialised area, with your own unique products or services, then it is important (as well as powerfully influential) to showcase your creations or promote the activities you do best - visually! That means, if you have a bunch of images stored on your phone, we will touch them up using the latest Adobe Creative tools.

## TEMPLATES | SOCIAL MEDIA, eDM

### eDM (email Direct Marketing)

Your email is not going to look like those from everyone else. We design a newsletter that's so good, not only do your recipients read it, but also want to click it, share it, and recommend it to their friends. It is personalised, precise, and has all the embedded hyperlinks, click-throughs and buttons you need!

### Puzzle feed

Want to max out your creative potential on Instagram? Then let us design you a puzzle feed Instagram page. We put our own spin on background images and primary images in a way that connects 3, 6, 9 or more Instagram squares. The result is an attractive, sophisticated and edgy collage look. In fact, we go that extra step by animating squares to engage your audience further.

This is a fairly new concept to the visual world, so the time to be ahead of the curve is now! Plus our design guarantees that your Instagram page is a standout!

## VISUAL ASSETS | ADVERTS

**Banner ads/social media ads**  
**Newspaper/magazine adverts**

**Promotional banner for your website/email**  
**Promotional material**

## VISUAL ASSETS | BRANDING

**Original logos**  
**Business cards**  
**Brand style guidelines**  
**Website design - Word Press**

**Design or edit business cards**  
**Design flyer/ brochure for your business**  
**PowerPoint or Pitch deck**  
**Poster for special events**



# SERVICES

## GRAPHIC DESIGN | OTHER

### **Cafe / restaurant menu design**

Let us set the tone, and initial impression of your food establishment before the customer has even seen any dish or drink on offer.

As you may have suspected, a menu isn't just a list of dishes. It's an important piece of marketing material. As the saying goes, the first bite is with the eyes.

Therefore a menu design needs to be a captivating eye-ful. We bear in mind that a menu design says a lot about a restaurant and the calibre it is representing. Our menu designs are on brand, delight the senses and have your patrons endlessly skimming.

### **Invitation (for digital and print)**

Dear B.KIDDO browser,

You have been welcomed into the realm of the B.KIDDO visual design kit, and we would be honoured to have you as our guest, nay our client – at a time and place of your choosing. Consider this your invite. You want people to attend your event, but first, they need to feel inspired to show up. A graphically designed invite, that may or may not be rectangular and quite possibly printed on something other than paper, will do more than raise eyebrows. It will have your guests lining up. Our designs can do that for you.

### **Resumé**

The way you present information is just as important as the information you include in your resume, because hiring managers are going to notice the design before they even read a word.

The job hunting process is stressful, which is why we help you put your best foot forward in a one-page (or two-page) resumé. We select the typeface, create a clean and swimmable layout, easy to read columns, icons and if necessary, visuals. However, the type of role you are applying for will influence our design of your resume. For example we take into account if you're applying for a job in consulting where a conservative, minimalistic design will be as wild as it gets. Alternatively if you're starting a career in fashion we consider adding some colourful and graphical elements.

Applying for multiple jobs or to particular companies? We create numerous versions of your resume.

## GRAPHIC DESIGN | TIDBITS

### **Edit and re-design existing graphics**

#### **Resize/crop images**

#### **Put your logo on an existing photo**

#### **Remove photo backgrounds**

### **Change colour of an image**

#### **Improve image quality**

#### **3D mock-up of your logo on a product**

#### **...and anything that tickles your fancy**

## ILLUSTRATION | OTHER

### **Illustration**

For certain industries drawings can be an informative asset to your website and marketing collaterals. In other situations, illustrations can be a nice touch to your website. We draw anything; diagrams, illustrations for step-by-step procedures and real sketches, that can be then digitised and used anywhere.





# BUILD YOUR OWN

**If you have made it to this page, then you are certainly a serious business grower!**

We need to find out from you if you have arrived at B.KIDDO with an appetite for everything or peckish for one or two services. Below is our Build Your Own menu that lays out of all the ingredients to make some incredible visual content. We invite you to observe our services and enjoy a contemporary experience of picking your elements and filling out a creative brief.

If you're unsure how to start or have any questions, contact us, and we can guide you through the creative journey.

<b>1</b> <b>PICK YOUR SERVICES</b>	Professional Photographic Editing <input type="checkbox"/>	Business Card <input type="checkbox"/>	Resume <input type="checkbox"/>
	Professional Photography <input type="checkbox"/>	Banner Ads <input type="checkbox"/>	Illustration <input type="checkbox"/>
	Branded Stock Imagery <input type="checkbox"/>	Brochure/ Flyer <input type="checkbox"/>	Cafe / Restaurant Menu Design <input type="checkbox"/>
	EDM (email Direct Marketing) <input type="checkbox"/>	Puzzle Instagram <input type="checkbox"/>	3D mock-up of your logo on a product <input type="checkbox"/>
	Poster (for digital and print) <input type="checkbox"/>	Logo Design <input type="checkbox"/>	Minor Photoshop Edits <input type="checkbox"/>
	Brand Style Guidelines <input type="checkbox"/>	Invitation <input type="checkbox"/>	Website Design - Word Press <input type="checkbox"/>
	PowerPoint/ Pitch Deck <input type="checkbox"/>	Newspaper/ Magazine Adverts <input type="checkbox"/>	Other <input type="checkbox"/>
<b>2</b> <b>TOP IT OFF</b>	 <b>Fill out a brief</b>	 <b>Receive a quote</b>	