

# from dated to dazzling: is it time for a logo makeover?

Did you know 90% of first impressions come from your logo?<sup>1</sup>

Your logo is the face of your company. As the essence of your brand, it evokes trust, connectedness, and credibility – and most importantly – acts as your competitive differentiator.

## is a legacy logo holding you back?

While banking has evolved, many banks and credit unions still sport logos that have been with the financial institution since day one. These logos, better known as “legacy logos,” often don’t express the modern financial institution so many have worked to become.

While some believe holding onto a legacy logo portrays stability and security, legacy logos often suggest outdated technology and a lack of progressive, innovative product offerings.

Although legacy logos carry nostalgia, it’s likely they don’t represent your current brand, the technology you’ve invested in, the relationships you’ve built with your accountholders, or how much you’ve evolved in the digital forward world we live in today.



# first impressions are lasting impressions

Your logo acts as the initial point of contact between your financial institution and new and existing accountholders.

It creates a lasting first impression.

Paul Rand, often referred to as the Father of Graphic Design, once said, “A logo doesn’t sell (directly), it identifies.”

Your first impression influences how accountholders perceive your bank’s integrity, financial soundness, and commitment to their financial well-being – impacting their decision to bank with you or turn to a competitor. With bank failures, recessions, and 67% of Americans considered financially unhealthy,<sup>2</sup> it’s critical for your logo to identify with the feelings of stability, consistency, strength, and reliability right off the bat to establish trust and attract and retain accountholders.

## Did you know:

- It only takes **one-tenth of a second** to form a first impression<sup>3</sup>
- A consumer forms an opinion about your website in **50 milliseconds** (0.05 seconds)<sup>4</sup>
- Your logo’s colors contribute to **90%** of a consumer’s total perception of your brand
- **42%** of consumers say a logo efficiently communicates a brand’s personality

Over time, your logo becomes a symbol of trust for your accountholders – so much so that 46% of consumers indicate they’ll pay more for brands they trust and feel connected to.<sup>5</sup>

## the power of connection

Connection breeds loyalty.

In fact, 64% percent of consumers say their loyalty to a brand increases when they feel connected to it.



## Speedy First Impressions

- It only takes **one-tenth of a second** to form a first impression
- A consumer forms an opinion about your website in **50 milliseconds**

Connection also directly impacts your bottom line, with more than 75% of consumers indicating they'd buy from a brand they feel connected to over a competitor; and another 57% indicating they're more likely to increase how much they spend with a brand they feel connected to.<sup>6</sup>

On the other hand, when consumers don't feel connected to a brand, 70% are less likely to shop there over a competitor and almost two-thirds (61%) will spend less with that business.<sup>7</sup>

## color psychology: how color influences decision-making and builds trust

Our emotions directly influence our behavior.

Color is one of the most powerful and reliable ways to evoke emotions – increasing brand recognition by 80%. When it comes to your brand, color has a measurable impact on a consumer's purchasing decision, with 85% of consumers identifying color as a primary reason for choosing one brand over the other.<sup>8</sup>

Because different colors evoke different meanings and emotions, the right use of colors in your logo can help you convey trust, create a lasting first impression, and foster a sense of connection and dependability with your accountholders.

For example, the color blue is associated with trust, peace, order, and loyalty. It represents corporate America, conveying a sense of reliability and credibility while evoking feelings of calmness, serenity, security, and orderliness. Red, on the other hand, suggests passion, action, energy, and power. As an intense color, red evokes strong, powerful, and dynamic emotions.

If your existing color palette feels a bit out of date, Jack Henry's team of design experts will work with you to formulate a perfect color palette that fits the personality of your financial institution like a glove, all while ensuring your new assets and brand colors are ADA/WCAG conformant.



**46%** of consumers indicate they'll pay more for brands they trust and feel connected to.

## a cohesive brand matters

Think about all the digital contexts your brand needs to live in today – overwhelming, right?

Ensuring your design assets work well in every format, orientation, and medium is crucial to your success. In fact, 60% of people expect a consistent brand experience across all interactions with a company.<sup>9</sup>

Consistency in logo usage across various touchpoints, from physical branches to online platforms, sponsorships, apparel, and everything in between, reinforces a sense of reliability and helps build a recognizable brand identity.

## is it time for a logo refresh?

When your logo no longer aligns with your business goals or your accountholder's expectations, it can hold you back by limiting your competitiveness, adaptability, and connection with your audience.

**A refreshed logo can add value and breathe new life into your brand, helping you:**

- **Adapt** seamlessly to various media platforms
- **Ensure** a consistent and impactful brand presence
- **Stand out** in a dynamic and competitive business environment
- **Sharpen** your competitive edge
- **Enhance** credibility and foster an emotional connection with consumers
- **Resonate** with consumers
- **Create** a lasting first impression and become instantly recognizable

Consumers perceive strong brands as having higher value and lower risk.



**Consistency** in logo usage across various touchpoints, from physical branches to online platforms, sponsorships, apparel, and everything in between, reinforces a **sense of reliability** and helps build a recognizable brand identity.

With improved memorability, differentiation, and adaptability, a modernized logo becomes a powerful symbol that not only reflects the essence of your brand but also contributes to its long-term value and increased market appeal.

## how we help

With support from the Visual Branding Services team from Jack Henry™, you can ensure your logo is identifiable and unique, ADA/WCAG conformant, and scales with ease.

As a financial institution, you have the unique opportunity to build trust through familiarity. Banking identities are found on retail branch signs, street advertisements, billboards, bumper stickers, pens – you name it. Your logo is not only your brand identity and first impression, but also your marketing tool.

Let us help you strengthen your digital presence with our Visual Branding Services and reach new heights with a refreshed logo today!

## connecting possibilities

[Learn more](#) about our web solutions and visual branding services or contact our design professionals today.

For more information about Jack Henry, visit [jackhenry.com](https://jackhenry.com).

### sources

1. Susan Laborde. *2023 Logo Design Statistics You Need to Know*, TechReport, accessed November 10, 2023.
2. Andrew Dunn, Andrew Warren, Necati Celik, and Wanjira Chege. Financial Health Network, *Financial Health Pulse® 2022 U.S. Trends Report: Landmark Changes in Americans' Financial Health*, accessed November 10, 2023.
3. Maryam Mohsin. *10 Branding Statistics You Need to Know in 2023*, Oberlo, accessed November 10, 2023.
4. Mohsin. *10 Branding Statistics You Need to Know in 2023*.
5. Laborde, *2023 Logo Design Statistics You Need to Know*.
6. *#BrandsGetReal: What consumers want from brands in a divided society*, Sprout Social, accessed November 10, 2023.
7. *#BrandsGetReal: What consumers want from brands in a divided society*.
8. Brian Lischer. *Color Psychology in Branding: The Persuasive Power of Color*, ignyte, accessed November 10, 2023.
9. Andrea Schlottman. *60+ Logo Stats and Facts – New Fortune 500 List Research [2023]*, Website