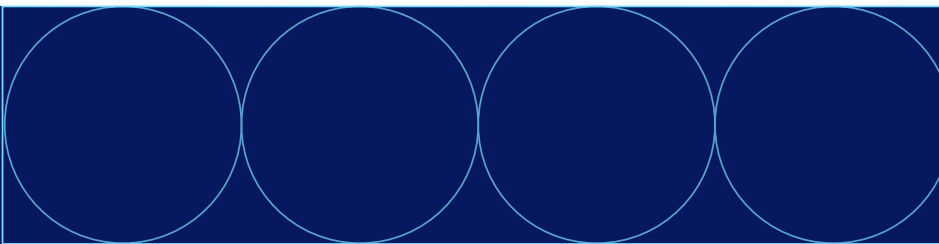


# is it time for a new look?

When was the last time you looked at your logo with a critical eye and asked yourself how it sets you apart from your competition and shines in a digital world?



## the power of a strong visual brand



Up to 90% of first impressions come from **your brand's logo**<sup>1</sup>

90%



**Color increases brand recognition** by up to 80%<sup>3</sup>

80%



A skillfully crafted logo can **enhance brand recognition** by a staggering 80% <sup>2</sup>

80%



59% of consumers **prefer purchasing products from brands they can easily identify**<sup>4</sup>

59%



### Your Logo Should:



- **Reflect** your personality
- **Distinguish** you from competitors
- **Encourage** accountholders to use your services
- **Support** your marketing and advertising efforts
- **Showcase** your worth in the community
- **Instill** pride in your employees

## the key to consistency: brand guidelines

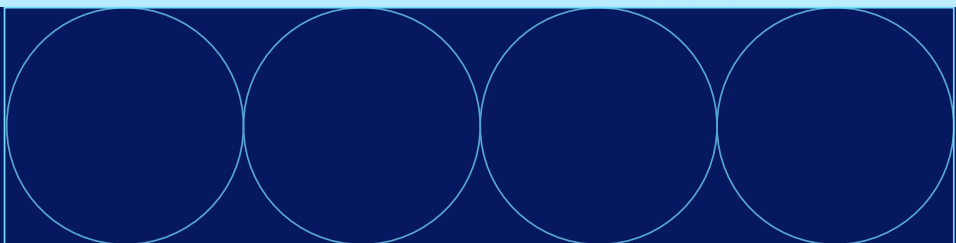


Do you have brand guidelines in place to ensure consistent use of your visual brand and logo?

Brand guidelines serve as a comprehensive roadmap for your brand – helping you maintain a uniform visual and verbal identity across all touchpoints, foster recognition, and maintain consistency.



## is your logo ready for prime time?



### Does your logo ...

- Work in both horizontal and vertical formats?
- Have **ADA/WCAG conformant** colors?
- Exist in formats that ensure scalability and clarity?
- Reflect modern standards for both web and print?

### We Can Help!

Whether you want an updated look that fits today's standards, a light refresh, or a completely reimagined visual brand – Jack Henry™ can help.



## connecting possibilities

[Learn more](#) about our web solutions and visual branding services to give your logo a modern, refreshed look and feel.

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

#### sources

<sup>1</sup> Susan Laborde, [2023 Logo Design Statistics You Need to Know About](#), TechReport, accessed November 8, 2023.

<sup>2</sup> Laborde, [2023 Logo Design Statistics You Need to Know About](#)

<sup>3</sup> Laborde, [2023 Logo Design Statistics You Need to Know About](#)

<sup>4</sup> [Why is Brand Awareness Important?](#) Media, accessed November 8, 2023.