crowdspring

The results are in.

A Custom Branding Report
for Praia Skin

Your Brand Score

70 /100

Brand identity is the special sauce that sets you apart from your competitors and other businesses.

How we graded your brand:

20

Are brand colors appropriate?

Do your main brand colors match your target audience and the meaning your brand is trying to convey?

20

Is the design versatile?

Can the design adapt to different formats (print or digital)? Does it look good on a small business card or a large sign?

20

Do your fonts complement your brand?

Are the brand fonts readable and clean? Does the style match your target audience? Are there too many font combinations?

20

Is the design memorable and unique?

Does the design use custom images and illustrations or stock pictures, templates, or clip art?

10

Are shapes and lines used appropriately?

Do the shapes and lines in your brand identity support or conflict with your brand messaging and how you position your brand?

10

Is your brand name unique and flexible?

Is your brand name generic? Does it reflect the types of products and services you offer? Is it memorable? Is it easy to pronounce and spell?
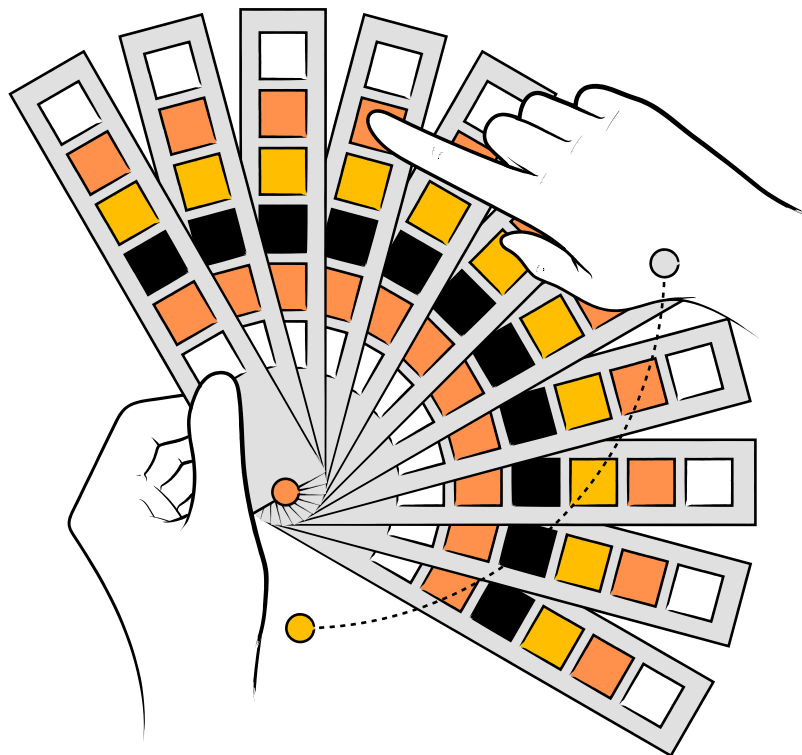
Brand Colors

Your brand colors are brown and white. Brown is seen as organic, natural, and friendly. White conveys a sense of purity and cleanliness. Both of these colors are a great choice for your brand. We'd suggest to add in blue to help convey trust.

The colors in your company's visual identity (logo, website, business cards, marketing materials) can help or hurt your brand.

Color is used to persuade or influence. 92.6% of people surveyed by the CCI: Institute for Color Research said color was the most important factor when purchasing products.

For a deeper dive, learn what color says about your business.

Versatile Design

15/20

Your design does not include any complex shapes or multiple colors. The word, "Skin" can be dificult to read when it is scaled down.

Your branding must be versatile. It will (or should) appear on everything, from a small business card to a giant outdoor billboard.

Too much intricate detail will create confusion and will be difficult to reproduce in a smaller size. Too many colors, or color gradients, may be expensive or difficult to show or print in all mediums.

Your logo should look great in all sizes and all colors, including black and white.

To learn more, read our small business guide to creating a perfect logo.
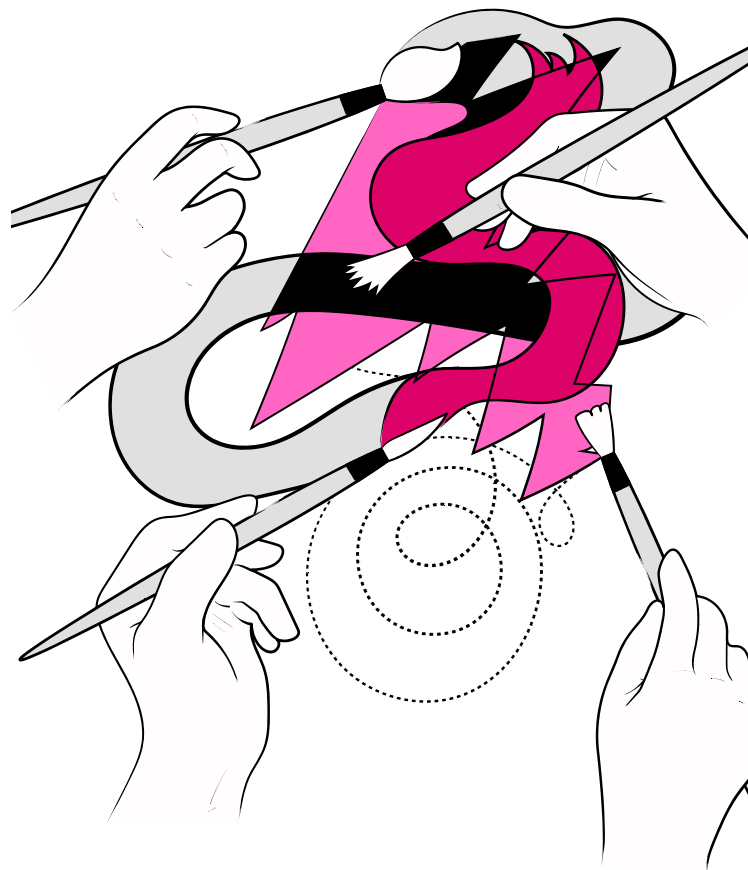
Fonts

We noticed you are using a generic font. We would suggest using a custom font to stand out of the crowd. We would also suggest increasing the weight of the word "Skin".

Typography is a critical element of brand identity design because it impacts how people perceive your brand. The world's best brands use custom typography.

For a deeper dive, learn how to use powerful psychology strategies to choose fonts for your business.
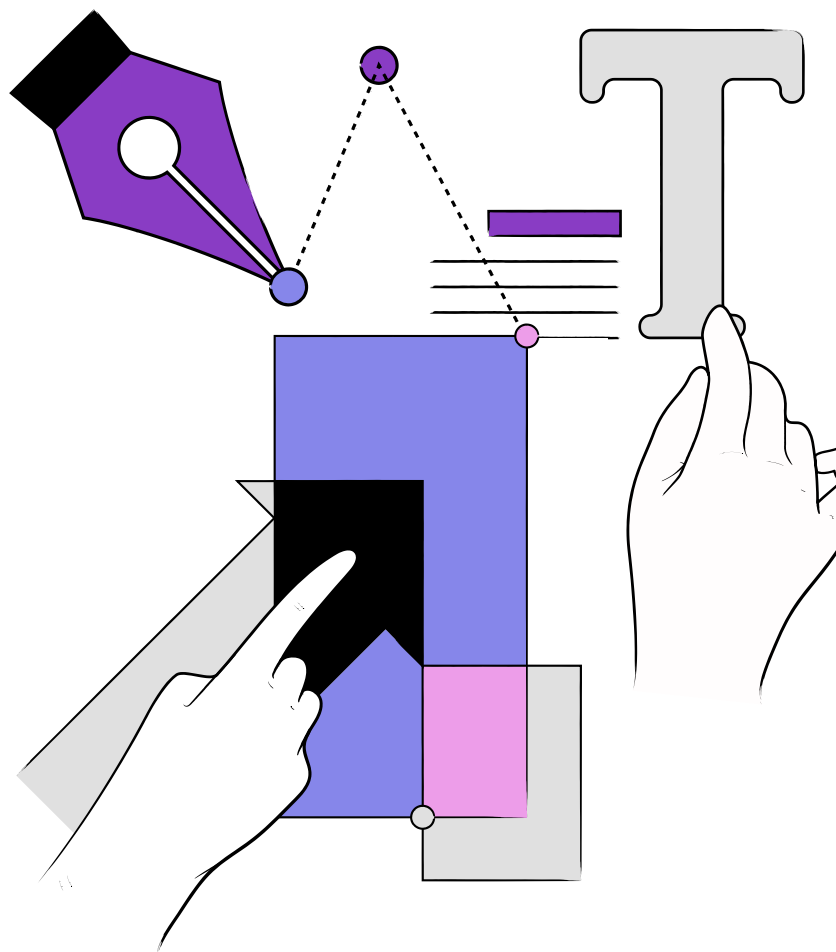
Memorable and Unique

While the overall look of the design is clean, there are not too many unique elements that make it stand out.

Your branding should be unique and memorable because it serves as your brand ambassador.

Memorable logos are 13% more likely to get consumers' attention and 71.6% of consumers are more likely to respond positively to unique and memorable designs.

In a world of noise, that can make a big difference.

For a deeper look, read the definitive guide on how to create a unique and memorable brand identity.
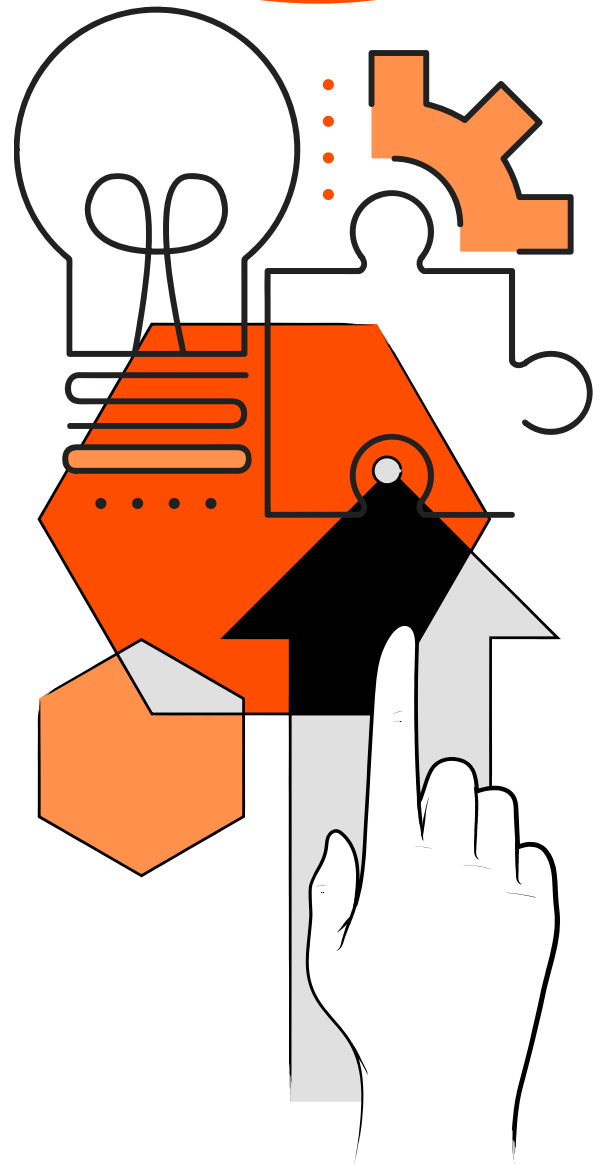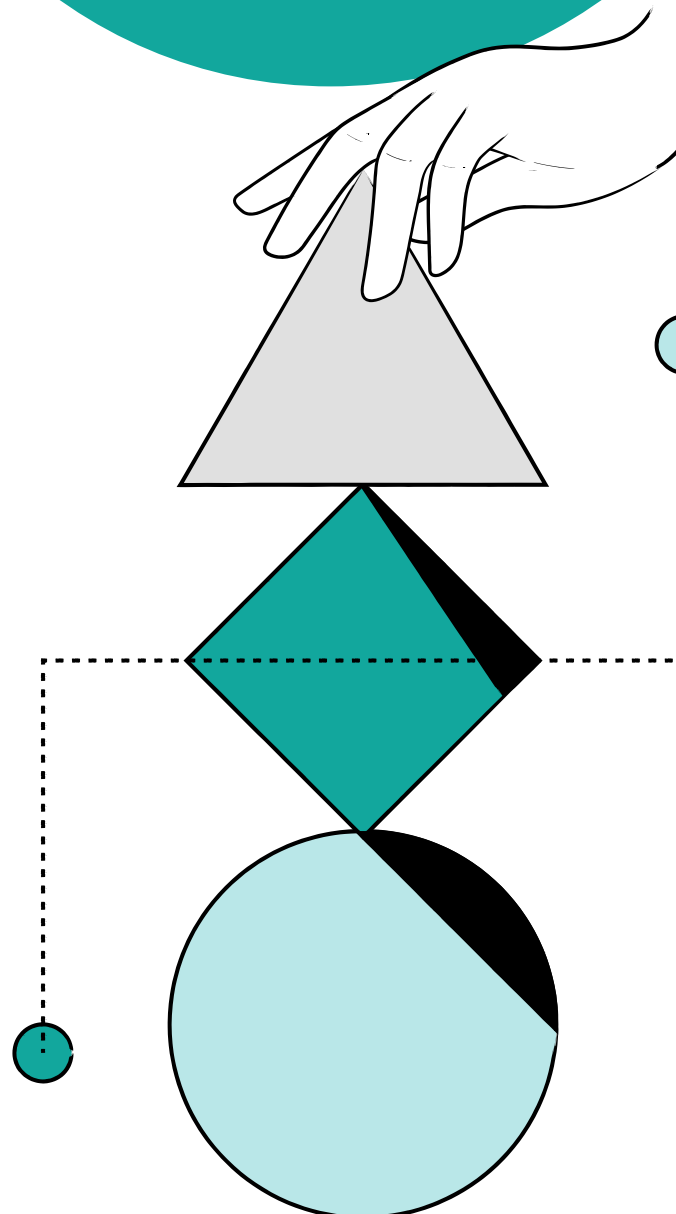
Shapes
Lines

We like the use of varied weight and spacing between the lines.
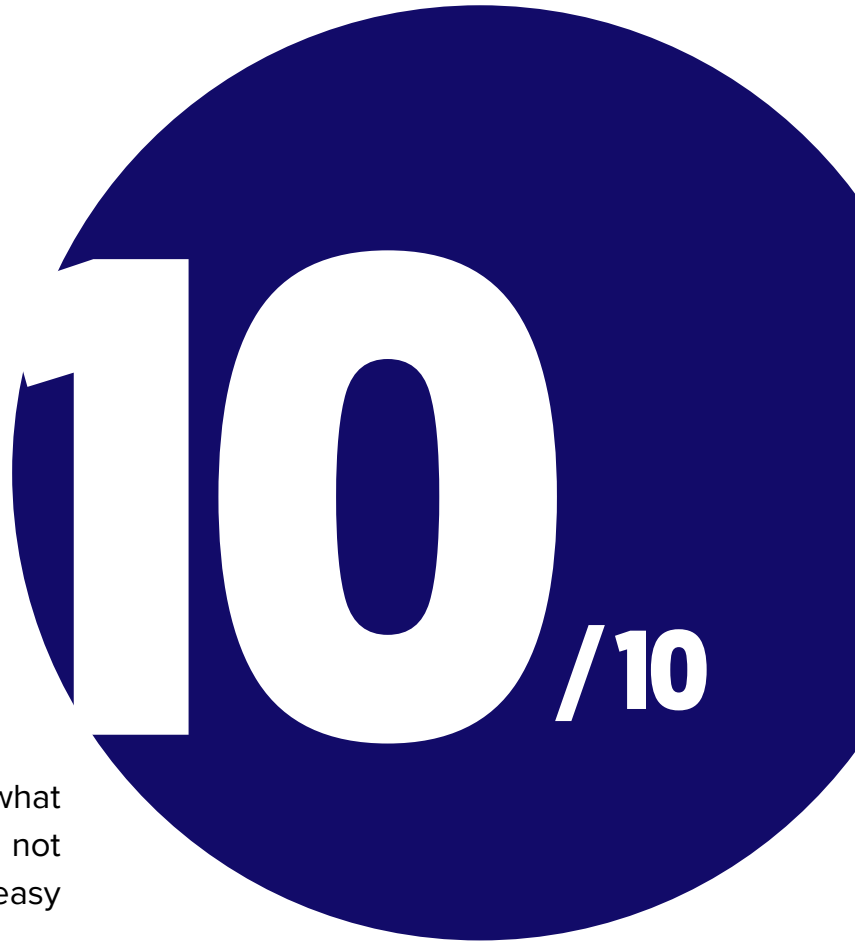
Shapes and lines in your branding can influence people's purchasing decisions.

The right shapes and lines can help your brand. The wrong shapes and lines can create friction and hurt your brand.

For a deeper dive, learn how shapes and lines influence purchasing decisions.
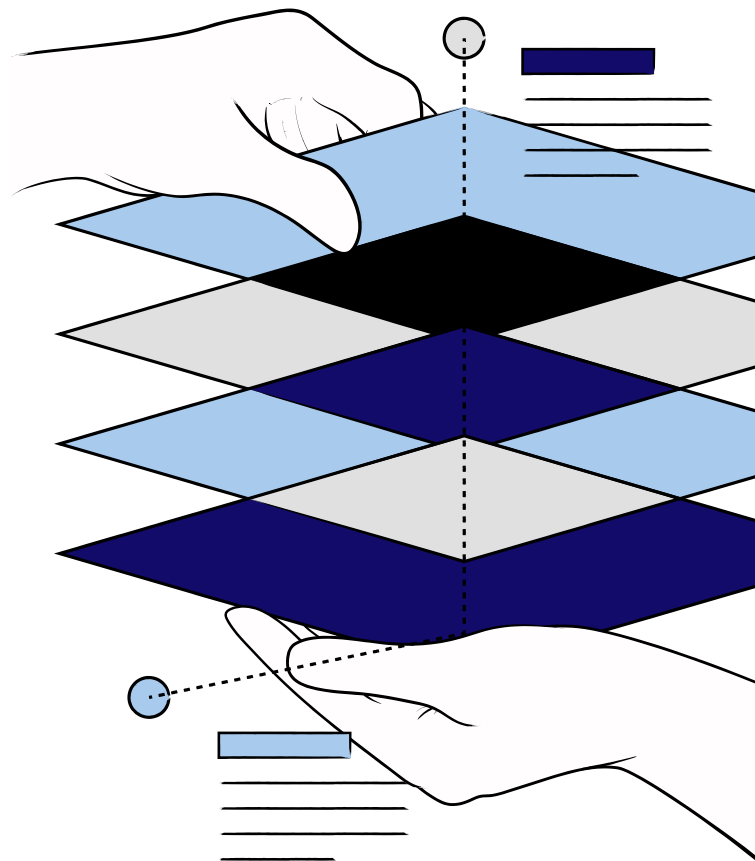
Brand
Name

Your brand name speaks directly to what type of company you are. There are not too many syllables and the name is easy to pronounce.

Your company name is the mental trigger that helps customers and prospects think about your business.

A strong business name creates a valuable first impression and can help your brand differentiate itself from competitors.

Here is everything you need to know to find a great business name for your company.

Our Advice

We regularly work with the world's most successful business brands. Here are the most important insights and best practices we share with them:

- [ ] What's one thing your business has no one else can mimic? That's your unique selling proposition (USP). Does your branding reflect your USP?

- [ ] Companies evolve. To stay competitive, every company must evolve its brand and branding. When is the right time for a rebrand?

- [ ] You can update your branding over time but start with the most important elements, like your brand name, logo, brand colors, and fonts.

- [ ] Create a brand style guide to help everyone on your team use your unique brand elements properly.

- [ ] High-quality branding doesn't have to cost a fortune. Leverage design professionals like crowdspring and understand the cost of design.

- [ ] Good design is good business. Good design helps improve conversions, strengthens brand equity and loyalty, and helps you grow your business.

Ready to grow your business with good design?

Click here to post a custom design project and save $129.

100% Money-Back Guarantee