



2015

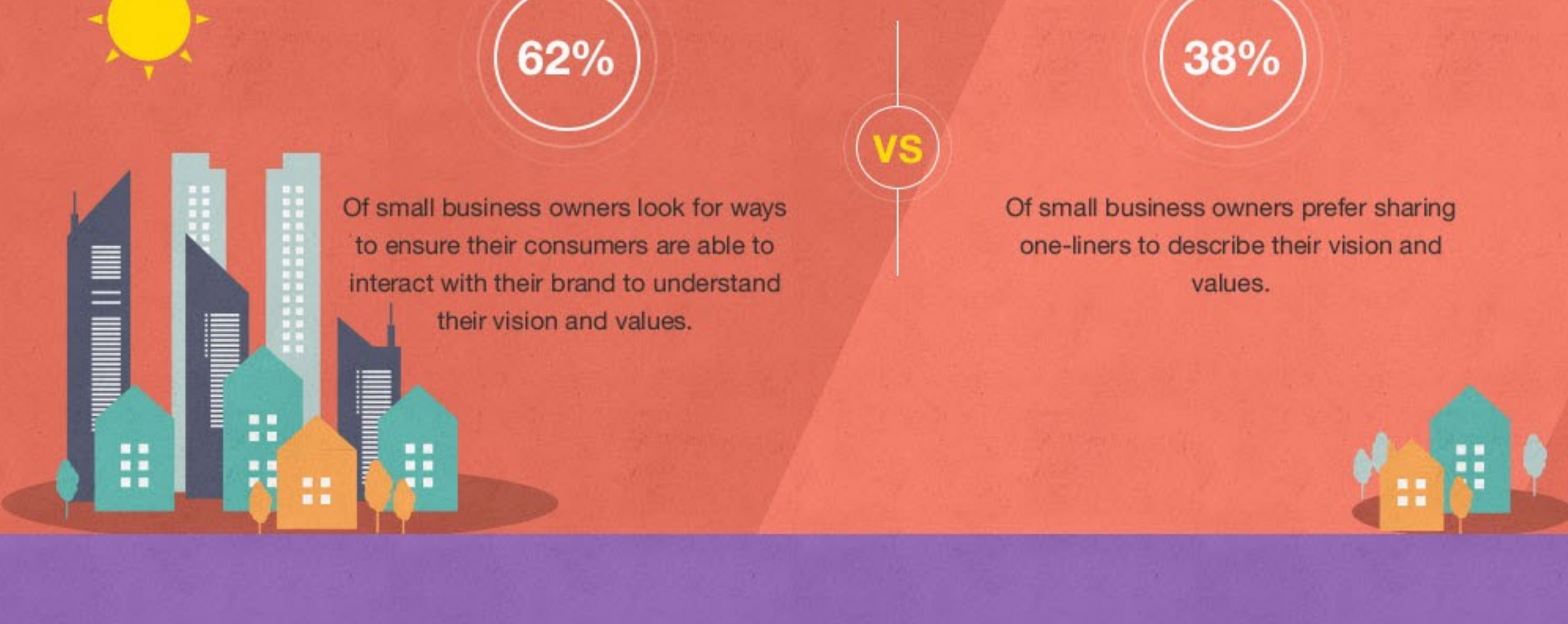
BRANDING TRENDS

28,443,856 small business brands came to the fore, this year
Check out branding trends for small business.

DESIGNHILL.COM

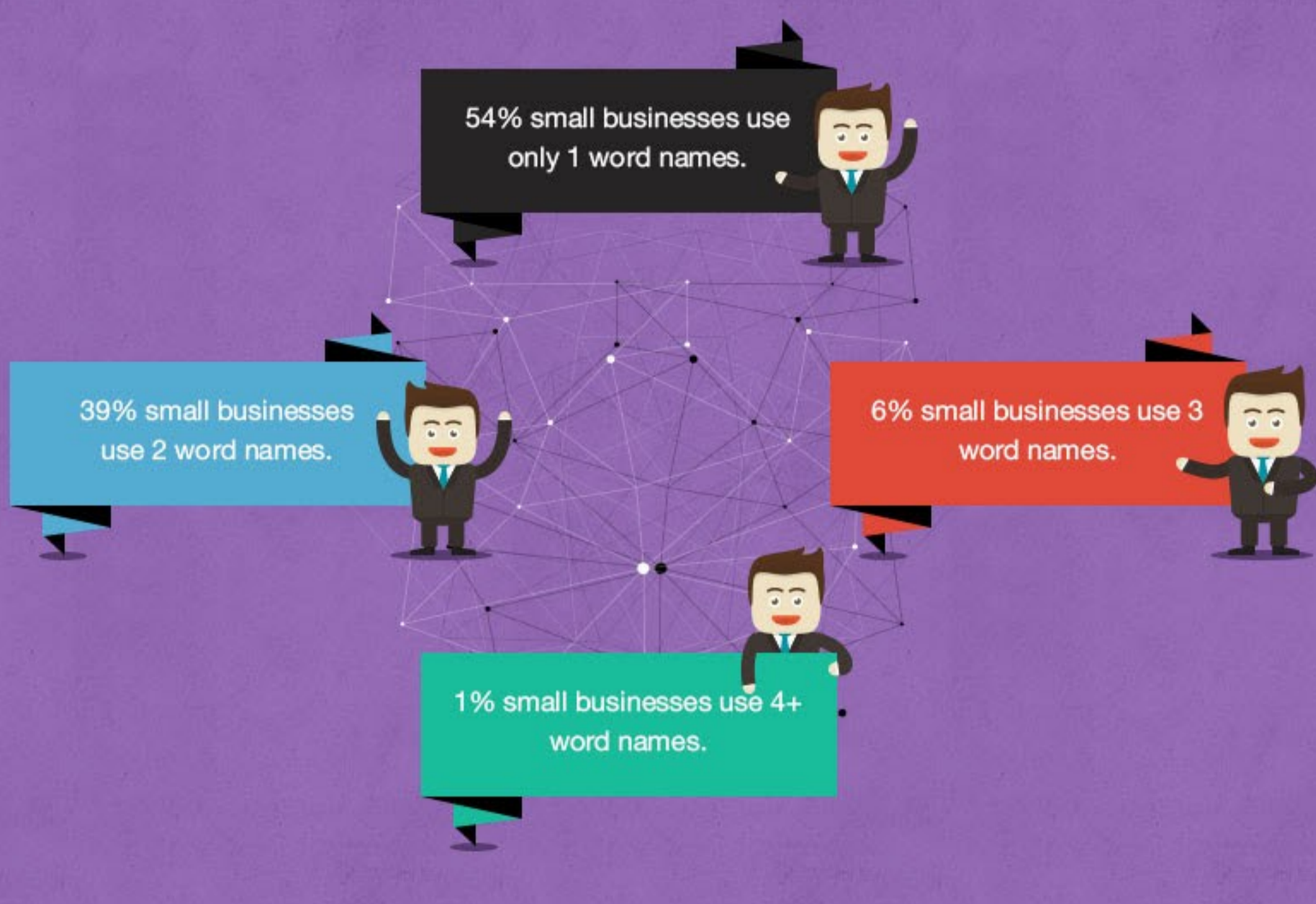
TREND#1

BRAND STORYTELLING INTERACTIVE & VISUAL



TREND#2

BRAND NAMES LESS IS MORE



TREND#3

BRAND VALUES EXCELLENCE REIGNS SUPREME



TREND#4

BRAND INSPIRATION ORIGINALITY IS THE KEY

More than 90% small businesses prefer being original in their business endeavors. Only 1% small businesses prefer simulating big brands such as Apple, Nike or Starbucks.

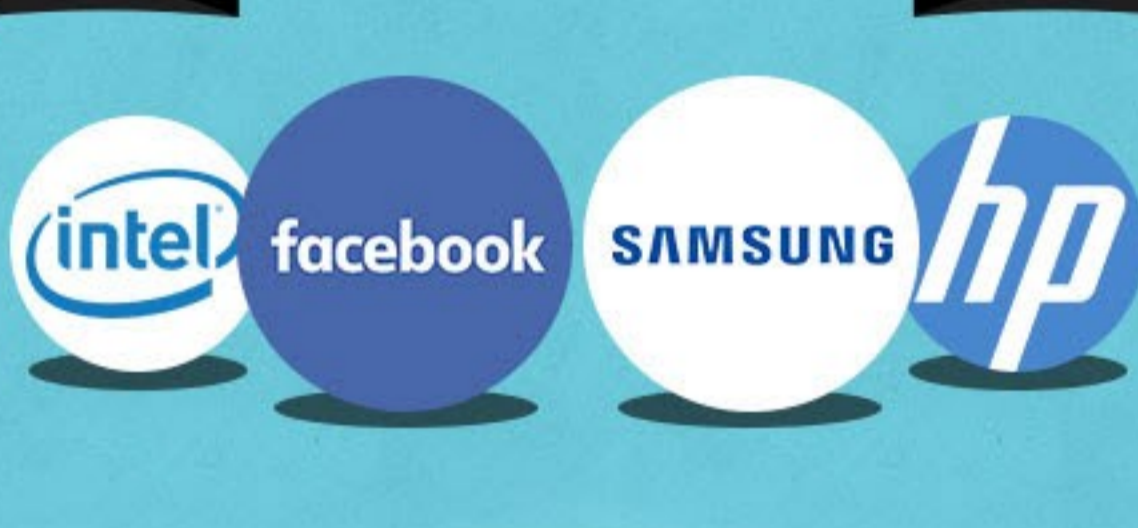


TREND#5

BRAND COLORS BLUE RULES THE ROOST



Popular Brands that Use Blue In their Logos



What Does Blue Represent?
Professionalism, Integrity, Trust, Sincerity.



What Human Emotions Does Blue Evoke?
Safety, Happiness, Creativity, Trust

TREND#6

BRAND SYMBOLS INDUSTRY DECIDES REPRESENTATION



IT SERVICES

IT firms prefer logos that yield enough power to lend a positive personality to their brand. Such businesses prefer custom logo designs that are copacetic with their brand's vision and services.



RESTAURANTS

Restaurant owners look for logos that essentially reflect the true nature of their business. They prefer logos that are plush, stylish and recognizable, no matter the angle or orientation.



EVENT

Event planners often look for logos that reflect celebratory mood. They prefer flashy logos with elegant text, bright colors and intricate designs typifying businesses' ability to think on its feet.



REAL ESTATE

Real estate logo designs that bring to mind the comfort and security of home and project an image of professionalism - assuring potential clients that they're in good hands either way.

