

## quick guides

[excerpt] | Having a brand identity is extremely important to your business's success.

**My cousin can design my brand identity.**

There are some very significant areas of your business that should be left to the professionals. ...“great in art class,” does not mean ....

**knowledge and expertise** required to create great graphic designs. You must make a brand logo scalable, meaningful, and symbolic.

A professional designer ensures that **your projects will be a top priority**. [H]ire a professional and [be] amazed at how quickly things are completed.

**Designing a custom brand identity is too expensive.** It's true having your marketing materials designed is an expensive proposition. But it may be even more expensive if you do not have [it] professionally designed. ...effects that will harm your business, including the possibility that your clients will not take you seriously.

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A brand identity is a sustainable expense. Once you have a strong logo, creating consistent, targeted marketing pieces and programs is an easy.

**I do not need a brand identity.** If you are a professional in business, you need a brand identity.

**Full Title** Three Brand Identity Myths That Will Bring Your Business Down

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**Source** AllBusiness.com