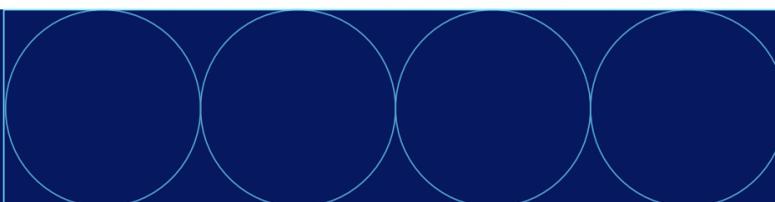


is it time for a new look?

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**¹

90%



Color increases brand recognition by up to 80%³

80%



A skillfully crafted logo can **enhance brand recognition** by a staggering 80%²

80%



59% of consumers **prefer purchasing products from brands they can easily identify**⁴

59%



Your Logo Should:



- **Reflect** your personality
- **Distinguish** you from competitors
- **Encourage** account holders 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

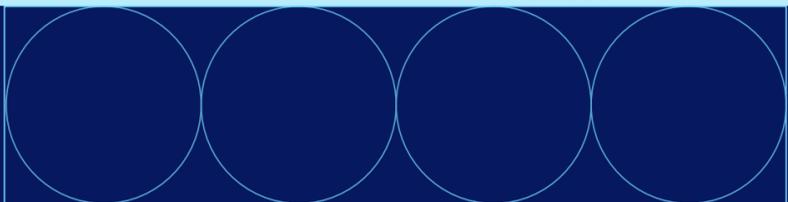


Do you have brand guidelines in place to ensure consistent use of your visual brand and logo?

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

sources

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

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

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

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