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# Five Reasons You Should Hire a Professional Graphic Designer

By **Suzy Lysczek, President/Creative Director, Suzy Rae Design**

It happens often. Suzy Rae Design is asked to create a billboard or design a t-shirt and the client provides us with a file of their logo that is not professionally designed. The file was created in Word or PowerPoint or even Photoshop. Now, we must recreate their logo which takes time and money. This can be frustrating for the client. Yes, they saved some money in the beginning, but it costs them later!

Graphic design requires a creative expert. There is a major difference from a \$50 logo you purchased from an online site and one that has been customized for you and your business. When working with a local designer you will build a relationship with someone who takes time to learn about your business, services, and target audience. Whether the concept is yours, or you let the designer create an image, they are working with you every step of the way with an open line of communication. You don't always receive that with online services, and being local they truly understand your community. In the end, a professional designer will make sure your logo is first class and looks good on business cards, billboards, website, social media, apparel, promotional items etc. you name it!

Here are five reasons why you should hire a graphic designer for your business:

**1. Saves Time:** You have enough to do! Let the graphic designer come up with a design or format a marketing document. It's what they do! A professional design will excel the image of your business. How do you want that perspective client to perceive you?

**2. Save Money:** A graphic designer will know the most cost-effective ways to design your materials to keep your printing costs to a minimum. They can also suggest options to make your materials stand out from your competition.

**3. Helps You Create a Brand:** OK now you have a logo, but what about the rest of your marketing? A designer can create a visual brand for your business.

**4. Keeps Your Look Consistent:** Keeping your brand consistent is key. A designer will know which fonts to use where, they will keep fonts and colors consistent and ensure the overall look and feel of all your materials will consistently capture your brand.

**5. Help You Get the Results You Want:** So, you have an idea of what you want your business materials to look like but have no way to convey them. A designer will listen to your needs and goals and create an effective piece that is visually appealing to capture your audience.

Investing in a professionally designed logo or marketing materials is a solid investment that will last a long time. It is crucial to making the right first impression or improving your image to stand out from your competition! Always remember, the more established, professional your company looks, the more trust your customer will have in doing business with you.

Suzy Rae Design has been creating logos and marketing materials for businesses for over 16 years. We love what we do, and we love to see our clients succeed with the designs we create for them.

*Suzy Rae Design is located in Reading, PA. Phone 610.376. 1128; [www.suzyraedesign.com](http://www.suzyraedesign.com).*

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