

Making Colours Work – ref260

Steven Bruce

Hello there, and here we are, again for another lunchtime learning session. Now as we occasionally do, we're straying away from the more medical side of things to look at the marketing aspects of practice. In particular, we're going to be looking at branding, logos and website design and how things that you choose might either attract or repel your customers. Now, I know it's not the most important aspect of medicine, but you know, there's an awful lot of us who spend a great deal of time worrying About designs are spending a lot of money on designs and things like this. I think it's important that we show our prospective patients something that makes us look attractive. And let's face it doesn't drive them away to someone else's clinic. So I have truly Avery in the studio with me to offer advice on this. She's known as the logo lady, although I keep Miss speaking that and calling her the Lego lady, forgive me if I do that, again. And her business is called Avery creative. I'm sure she can do a lot of this work for you if you want her to. But she's also promised a whole load of free resources to help you do it for yourself, if that's what you prefer. And do remember, you're gonna get so much more out of this. If you get your questions in as we're talking. Use the chat lines on Facebook and the website. And let's see how we can help you with your graphic design issues. Judy, thank you for coming in.

Trudie Avery

Thank you for having me.

Steven Bruce

You know, I get my guests in here. And yes, I can read about them on Facebook. And I get warned by my team who I've got coming in and things like that. But what makes you the expert on logos branding, graphic design?

Trudie Avery

Well, when people ask me, How long have you been doing this? How long have you been a graphic designer, I tend to say since I was about four to about four years old and this was when my dad came home he used to work at a paper mill. And he came out with his big trunk foot that big trunk full of paper card of all kinds of colours, all kinds of thicknesses. And I think over the course of my childhood I set about drawing copying, cutting sticking did everything with this big chunk of of paper. And then I went on to be do graphic design as a National Diploma I did hnd in graphic design. My first job was a graphic designer. My second work there my fourth my my business, I've always been a graphic designer, essentially,

Steven Bruce

she started at four. So that means you've been a graphic designer for what about 15 years now? Well, basically, how long you've been doing it?

Trudie Avery

Officially since I graduated from college 25 years now.

Steven Bruce

Okay. So okay, we've established your credibility, we know you've got the skills to do this. Who do you normally do your graphic design for or osteopaths and chiropractors out of your normal spectrum.

Trudie Avery

I work for people who are really passionate about what they do very much the sort of the small business owner who just wants to get on with what they're brilliant at. He wants to give me give me a blank sheet of paper, give me something with nothing on it. And I will create a brand. And essentially, that's my favourite kind of client, that somebody who would trust me and say, this, you know, do do the thing that you are really good at.

Steven Bruce

So we we don't we don't do graphic design here. Obviously, we have a stab at the things that we need small stuff that we need to do in house. But we've always offered people business support if they wanted in the sense that if we know the answer, we will tell them if not, we'll find someone who doesn't know the answer. And we've had quite a few people come to us about websites and so on. And you I'm sure you must find the same or have the same reaction. That idea when people say oh, yeah, I got my son to design my website, or my daughter is on my website, because you think there's a possibility they might be a brilliant graphic designer, but there's every chance that they just learned a bit about it. And you end up when you still see them those really boxy websites that that look so old fashioned now. I mean, God, they're not that old, but they do look so old fashioned. What's your experience of the success rate for people who do their own graphics work? Or have that member of the family do it?

Trudie Avery

I love it when people will sometimes come to me and they say, Oh, what do you think to my logo? And at that point, I know I have to be really careful. Because it was they either did it themselves or their daughter did it for them. Sometimes it was there hairdressers cousins, nephews, next door neighbor's son who does a level graphic design or a level art. But genuinely, I think there's so many tools available out there. Now that gives you the opportunity to do it yourself. And for some people, you know, they don't have the budget they have to do and I get that I absolutely get that. But and even if you go to a professional, you know sometimes you go and you'll ask them for what it is that you want. And people will just be they won't they won't get what they want and they won't feel like they are not connected to it. Sometimes you have to find the right designer you have to find the right way to get the right sort of brand.

Steven Bruce

And of course if there isn't the money in the bank, I can understand why people don't go for somebody professional to design the things and you know your logo here this hashtag logo, lady. I mean it looks dead simple, but it's not that simple. It's simple. Once you see it done, it's not seen But when you start with a blank piece of paper, and those people who say, Well, you know, I can do this myself, I wonder whether you know, an osteopath or a chiropractor

who's probably going to spend a week designing that is really getting the best value out of their time. Because all that time, first of all, they haven't got the logo out there. And they're not treating in clinic because they're busy doing their own home designs on things like this. And there's every possibility that without the sort of knowledge that someone like yourself has got, they'll end up with something which they're very pleased with. But it might not actually be the sort of thing that customers respond to do. And I'm using the word customers, people will probably criticise me for that. We don't have customers, we have patients. But you know what I mean? It's the same thing. It's business through the door. But I did promise them that you're gonna give them some advice on being able to do it for themselves, if that's what they've got to do, or even look at their own existing branding and say, does the branding fit the principles? The rules of good marketing? I don't know.

Trudie Avery

Yeah, absolutely. I think one of the key there's two, there's two sides to branding. And so branding isn't just your logo. So when we're talking about branding, we're talking about your logo, your website, your social media posts, your signage on the on the front of your practice, your leaflets, your posters, branding is all encompassing. It's literally every time somebody sees

Steven Bruce

you, does it matter if it all matches though? Yes.

Trudie Avery

Yes. So that's one thing, I'm always talking about consistency. So if you if, if I was to turn up and I have this interview today, and I've got long blonde hair, and and I go away, and I come back in a couple of weeks time and I've dyed it brown and I've had a perm. People think I recognise them maybe sort of give my

Steven Bruce

teeth for long.

Trudie Avery

Point is, they're not necessarily going to recognise you. So consistency is is Sainsbury's, let's say you're driving down the road eating or need to milk and eggs and you see an orange sign. You don't have to think it's embedded in you there Sainsbury's, I'll go there. So it's that colour. And it's those sorts of things. So if you can be really super, super consistent with your colour, with your font with your logo, then you're giving people the opportunity to recognise you, then you're giving people the chance to say, or I way back in my mind, I know this person. And as soon as you start to make that connection, and people recognise you, you can build on that to get to the point where people don't just recognise you, they feel like they know you. And once they feel like they know you, then they trust you. So that's when you start to then become front of mind.

Steven Bruce

And I It reminds me of an old marketing thing that I was taught years and years ago. And it relates to things like those ads, you see down the escalators in the tube stations. I think it's something like people have to see an advert and when speaking adverts you're not branding, but 20 times before they buy the product, because they start off thinking they don't even notice it, they start to notice it, then they get irritated by it. And then they start intrigued by it. And then they suddenly Why haven't I got that and then he desperately needed. And that was the philosophy behind it. I don't know there's any evidence behind that. But if

someone comes to my clinic, and the logo outside is my old one, which is blue and green, and they go inside and the new one is yellow, and purple and and the letterheads, I send out all the letters I send out have no logo on them at all. I guess it's it's just not reinforcing in their mind, is it that you are an entity that can help them because it's all a bit distracting?

Trudie Avery

Absolutely. I want to see on your website, I want to see the same logo, the same colours, the same fonts. All of that is part of your brand, even if you've got a hero image that you can then use on your, in your banners as your Facebook page or your LinkedIn profile. The main image at the top the first thing they kind of see when they come in.

Steven Bruce

Okay. Vlad has actually sent in a question already on this. He says what's the most common colour that people think and use for medical logos? That's actually horrible. And he's written that in

Trudie Avery

horrible, horrible. Shall we bring up on the screen? Yeah, that's prepared earlier. Yeah.

Steven Bruce

So these these are actually and they look very familiar to me. Not that I know the businesses but they the nature of the images looks familiar.

Trudie Avery

So when you think health care, you think green I mean, there's loads of psychology around colour, and green means healthy green means natural Green means medical, quite often. And that is embedded in a somewhere in our subconscious, somewhere we don't even know about, we associate certain colours with certain things. So we've got, we've got this green, and blue as well is calm, it's professional. So these are all trustworthy. I brought these here as not great examples. Because I'm covering, I know that I'm probably going to completely offend like most of your audience, because the half of them again to say, oh, Flipsnack that's my logo. But come on, we've seen these logos, so many times, there's nothing there, that's gonna make me remember, there's nothing there, that's gonna make me feel like, that's different. That's, they all gonna be about, oh, yeah, they work with their hands, and they deal with backs, which, you know, is great, but it's not very inspiring. Now, I think you can do so much more, if you just think a little bit outside the box. Then we go to the next slide. So here's some I found that I think, yeah, you know, these are these are just slightly different, much more modern, much more likely to inspire. And there's, for instance, we talked about the printer logo before and you said it didn't love it. But it's genius, isn't it, though?

Steven Bruce

It's clever, because they've turned the crown here at the left hand side into a spine. Yep. So that's clever. But for me, it's also very boxy. And and a lot of these are rectangular I kind of to some extent, I like that left home and spinal syntek Because it doesn't have a boundary it doesn't. And it's on a white background. So it's sort of sits there by itself. The the physio for schools I like because there's the clever s in it and so on. In terms of colours, again, we're still on blue and green here, aren't we, by and large one in the centre, there is more brownie orangey

Trudie Avery

Yep. And I think, you know, blue and green are great colours. There. There's, there's a trade off between what you want people to, to feel about you. And branding is about feeling how you connect with people is all about how you make them feel about you. So there's almost you have to meet an expectation to some degree. But also, you can choose to not meet that expectation. For example, I don't know if you know, this local skip hire firm or near skips are bright pink, you know, these big pink skips, you would never expect to see that. So there's that shock value, kind of, we get a stand out, we're gonna not be what you expect. But for this, because you're trying to go on a trust, you want people to feel reassured you want people to understand what it is that you do. So, you know, it's okay to go for the blues to go for the greens. Or you might go a bit of peace and go for the turquoise ease, or just a slightly more modern take on Yeah, unbelievably, because let's face it, there's a whole plethora of different shades. And

Steven Bruce

indeed, I was. I was just thinking while you were talking there. And I just think about what I said about these logos compared to the last ones. There is a danger isn't there in designing a logo, you get too obsessed with the art for art's sake aspect of it. And you want it to be clever and beautiful and everything else but fundamentally, somewhere in your branding has got to be the thing that says who you are now, physio for schools, if that's the business name, and I imagine it is well you can see that it's pretty but it's also physio for schools you learn that same with United pretty much all of them. Some of the others the clever little hands on little dots for spines and so they look very pretty but somewhere in there you've got to have I'm thinking you've got to have your name looking fairly prominent.

Trudie Avery

And that is another interesting point actually, I've seen logos where the graphic is so big you put it on a pull up banner something you receive from a distance and all you see is the image you don't you can't even read the text because the relationship between the graphic and the text is kind of is out you wouldn't there's the text by comparison is so small

Steven Bruce

Yeah, we've got a question here come in from the system says the name is add it might be aided in fear of change and what I've had for years it's stopping me from changing to a new logo or branding. What can you do about this fear of people not knowing not recognising the new branding?

Trudie Avery

There's a there is a thing where you build up recognition so even if your logo is old fashioned, and it doesn't really represent you as a business anymore, perhaps there's still this kind of equity left in the brand that you feel like, well, people know this brand. How do I, how if I, if I step away from that, am I going to lose all of our equity. So there's a couple of ways you can think about that. Either. You if you have changed direction, if there is a new sort of target market or a reason to say, Okay, we stopped that there. And we relaunch, and we make a big song and dance about this. And we, and we literally launch and say, Look enough, we're all new. These are the differences. These are the changes, you do that or you go for something, it's more of a brand evolution. So that's not a massive departure from where you are, but more of an updating, thing if you can keep elements. So you might say, well, we'll keep the colours or we'll keep the font or we'll keep the icon but we'll just make it look slightly more modern, or,

Steven Bruce

yeah, I think that that's what we're doing with my own clinic at the moment, we're just we are just changing the branding. And a central icon for us, the Ashgrove clinic is a leaf. And I think we're just changing the colours and adding, you know, adding in a bit of orange on one of it. My wife, Claire is organising, I explained to you before you came on, I don't do colours. I can't even decorate my house until Claire says those colours work and then I'll go and slap. But again, it's very much the same original design, but we're changing the colours. So smart swap, the machine gives people strange names, sometimes. There's Hi everyone, slightly removed, perhaps but any thoughts on using a personal type email address, say John Smith at blah, blah, blah, as opposed to exam, for example, info at which some businesses use that's not really your domain, but

Trudie Avery

you do have an opinion on that, I would say. So brand, is about connection. It's about creating a relationship of feeling something between you and the person that you're trying to communicate with. So if I email you info at logo lady.com You're getting a nameless, faceless entity. If I email you today at logo lady.com You're getting me you're getting a person you're getting somebody who you feel that you can connect with talk to have a relationship with. So they

Steven Bruce

my answer to the smartsuite here would be along those lines, actually the info and sales and sales data wherever it might be. Those are dreadful email addresses. We actually do have one at my clinical reception because we've got so many receptionists that we you can't have one of them. You could have one for all of them, I suppose. But we've chosen not to because it would mean you'd be getting messages to and from different people. Of course, you remember I think it must be 10 years ago now there was a big fuss about the the way the government was doing business because people were getting emails from making this up Brenda at Downing Street, but it transpired there was no Brenda it was just the name they were using for the emails and they said that was misleading people, because we could always use a call our receptionist Susan or something and send that out. But of course when someone came in and found that actually, we didn't actually have a Susan receptionist then they might they might spook at that. But I don't I don't like Infowars because that does make a bland corporate facelessness. There's only

Trudie Avery

one thing? Well, is it worse or equally as bad? If you have truly@gmail.com? That isn't professional enough?

Steven Bruce

Yeah, I can see that. And because he does look like it's a bit. There was a big

Trudie Avery

or 2d 597 gene. Definitely worse. Yeah.

Steven Bruce

But there was a lot of resistance Wasn't there a few years back, perhaps less. So now to using mobile numbers instead of landline numbers because it looked as though you were a one man band instead of a business. But you're right. There's no reason to use it. Not to use a domain name for your, for your emails. We had a we made a slight mistake. When we set up our business we had no experience in this my business is called Ashgrove health and we decided that our email addresses would be first name dot surname at Ashgrove health well

when the person comes to type that into the machine is a bloody lot of typing. And we do the same This one's worse because we have academy or physical medicine but we've shortened it and it's easy enough to do so it's now at a PM cbd.co.uk which is easy to type and perhaps a lot of people don't know this but you can set up email addresses very very easily which looks as though their personal going to you but actually shared with your team so the receptionist will get all the 3d ad. Yep, exactly very creative.co.uk. So anyway, we're gonna get to colours when we're talking about colours. Vlad earlier on didn't ask, which are the horrible ones, which are the colours to avoid?

Trudie Avery

And I said that blue and green is great for healthcare. But there is this whole thing of like, well, what type of blue and what type of green. And when we started talking a little bit about the psychology of colour, and how darker things darker colours tend to feel more luxurious, or you get the brighter colours, which are more vibrant. So everything comes down to personality, there is no right colour or wrong colour, there's only the right colour for your brand. So I always you have to work out how you want to be perceived. How do you want to make people feel? What is what is the what is your personality?

Steven Bruce

Yeah, he made me think about hotels, I stay that recently, if I see what you just described with the dark, subdued, opulent colours, I think this is a luxury hotel. But when they're all bright orange and bright and blue, I think this is a puppy, sort of not sort of cheapo hotel, but it's a different style of hotel. And actually, David's made a very good point in the chat here. He said that it's not for us to concern ourselves with, it's what the customer believes when they see it. He said not for us to like it's for the consumer to recognise, and he's writing in everything we do. It's all about what the customer feels we're not marketing to ourselves. And we absolutely, and I don't know whether he's talking about colours, or whether he's talking about email addresses, I think with email addresses and things like that. info out still strikes a very poor chord with people. But trying to put yourself in your patient's shoes to see whether those colours you've chosen, make them feel reassured, I think is very important.

Trudie Avery

Exactly. It's all about. So there's two sort of two halves of your brand. And your brand will be you your experience, your personality, your knowledge, your history, your story. And, and, and who you are, and and how you, you interact with people. But you need to know who it is that you are talking to who it is that you want to attract who it is that you because branding is all about magnetising people towards you. It's not about jumping up and shouting, I'm brilliant. I'm brilliant. It's about telling people who you are authentically and letting them be attracted to you. You're the person I want to work with. You are the person who I I need to do this for me because I know you I feel like I know you I like you, I trust you. So it's very much about deciding who you want to work with. And it's such a tricky question. Because whenever I say to people about niching, let's go there. Let's go to niching. I know it's an incredibly hard sort of topic, especially especially for the Osteopath and the chiropractors and the physios because I've worked with quite a few. And they say, and I say So who's your target market, and they will say, you know, anyone could come to me, I can, I can literally help everyone. And, and that's true, that's true for a lot of people. But also there's, there's niches kind of within within that. So, for example, I've worked with a physio who specialises in the pelvic floor. And so and that was a real niche down for her, but she's literally become one of the country's leading experts in pelvic floor. And, and that's,

Steven Bruce

which is great if you've got that expertise. And that's what you want to concentrate on. What we've suggested to people in the past is that you need to avoid having those pages that first of all, give you the history of osteopathy, we'll go into that now. Lots of people do that. But say, well, we just treat pain because people aren't interested in that they're interested in frozen shoulder, knee pain, hip pain, shoulder pain, and therefore, you can't you can separately market to all those niches using the same sort of branding and colours, I'm assuming.

Trudie Avery

Yeah. And you could you could say, well, I really want to appeal to sports, and, and really kind of hunkered down in sports. Or you could go down even further and say, Well, I really want to become famous in the sort of boxing circles.

Steven Bruce

Change your approach if I'm, let's say I'm a chiropractor and I want to I want to focus on sportsmen generally or sports women Generally, how would that affect your decision on my branding?

Trudie Avery

It automatically gives me some kind of imagery in my head. So So who are these people? Who are these people who play this particular kind of sport? Sports is is very generic, but can you tell me how old they are? Could it tell me what gender they are? Can it tell me? You know, what do they do for a living? Or how much money did they earn? And, and you can kind of drill down to your perfect client. So your perfect client, you who do you love to work with the most Who do you want to be working with day in, day out. And I look at myself as an example of this. So, for example, logo lady.com. So as you know, I've got 25 years experience of being a graphic designer. And I could be drooly, a very graphic designer extraordinaire. But by choosing to say up call myself logo, lady, what I'm saying is, I'm specialising in logos. If you go to my website, you can see my packages, and it's your do your logo, or do your business cards stationery, I can offer you a website, social media banners. So it's not, it's not like you have to say, Okay, well, I do one thing, and that's it, there's nothing else. But if you can, if you can lead with that one thing. And it is about being famous, almost, it's about carving a niche that's one inch wide and a mile deep.

Steven Bruce

So with your website, Lego lady.com. Does that go to a specific page on Avery creative.com? Or is it completely separate website.

Trudie Avery

So Avery creative.co.uk. So is my company name that I started and, and that was seven years ago. And that's more my sort of when I finished that website, couple issues and everything, but that was more my corporate sort of brand. So the agency side of things are one that's probably more expensive, and more premium. That's that sort of thing. But because I decided along my journey that I don't want to work with, like big organisations and big companies I love look, I love working with little guys, the smaller organisations are one to five employees. That's sort of what really gives me a kick. So that's why the logo lady has

Steven Bruce

an attraction to working with big companies. As I mentioned, I think on one of the emails I sent out about this, somebody got 60 million quid for redesigning the tail fins on British Airways aircraft about 20 years ago. And then they were scrapped almost immediately

because everyone hated them. I quite liked to have been the graphic designer who did that because

Trudie Avery

the thing is, I wasn't a graphic designer, that was a team of graphic designers. And that was a team of marketing people on their side. And and this is why this is why I don't want to do those kinds of jobs because I don't want jobs to go on for a year. I don't want jobs that I've that have to go through 10 million people to come back and get changed by the boss is like change who he hasn't seen it all the way through the process and they deliver it to him and he says no, and then you go scrap it, come back to the start.

Steven Bruce

I've got some logos for you to critique. Justin's gonna bring up either one or both of these logos on the screen for us to have a look at and you can tell me which one does what for our audience. I knew Claire sent these through to him. So hopefully Justin's got them loaded up and I'm gonna keep talking until he finally brings it up on the screen so that we can see it. There we go. That's that's it. There's one last group clinic I knew this place. Well. It's quite a large one there. Okay, so that's it. That's your first logo.

Trudie Avery

So the thing blue, green and blue. How does it the first thing I think of when I when I'm looking at a logo? How does it make me feel? So I would say so this kind of leafy thing going on that feels quite homely that feels quite natural that feels quite

Steven Bruce

rethought. It looked a bit like a spine as well. So yeah, no, I mean, there's a connection our minds there will be with the patient but

Trudie Avery

potentially. So there is that kind of feeling of calmness of of something quite natural. And then if we look at the font, let's see it so it's a serif font, which means it's got the little kind of kicks on it and a serif font is quite traditional, a little bit traditional, which helps people to think of it feels established.

Steven Bruce

Exactly what that font is just by looking at it sometimes. Not. Veracruz, I think

Trudie Avery

there's a billion billion funds. But it's not it's not like an old fashioned serif font. So there is a modernity to it. So you will look at the next one. Okay, fair

Steven Bruce

enough for you. Next one.

Trudie Avery

I K, so they're all the same thing, but slightly different variations on a theme.

Steven Bruce

This is not finalised yet. So you're gonna tell us that we should change it.

Trudie Avery

So was that the original? And this is the new? Yeah, this is the new one. Okay, so circles. I'm not

Steven Bruce

sure about this stuff around the edges, I think that might have been added in as a as part of the very rapid in this chocolate decision to send the logo.

Trudie Avery

Okay, well, let's imagine that's not part of a logo, because I don't think it would be circles tend to represent holistic. So a circle is a symbol of being all in all included, so that if you've got lots of different services that you offer, you might say, well, this is this is quite a holistic approach that we're taking circles quite feminine as well, a lot of times you would see, it actually symbolises the womb, a circle symbolises a womb. So sometimes it's quite a feminine thing. I wouldn't necessarily say this was a feminine logo, because we've got the sans serif font now. So we've moved over to a cleaner, more plain, plain speaking, more modern, more streamlined, kind of font with this one. And we've got the orange in there. So we've gone from the the quite calming, thought of blue, green, and black. And this is kind of added in what is orange represent what Orange, orange is a more dynamic colour, it's a more exciting tell it's more vibrant, and has more energy to it.

Steven Bruce

Claire's flag this up and put loads of labels on it to make sure I read this that she wants to emphasise that that one is not yet finished. It's just an example. Watch what she has been trying to do. And Claire has not been designing herself. She's been trying to make it more appealing to a younger, perhaps a more athletic audience, which the old one did look a bit traditional. And I suppose it's very easy. When you see your own logo every day to think that logo is tired and worn out. It's hard to see it from the eyes of a new patient a new prospect. And probably it's only the new people that we need to concern ourselves with, isn't it? Because the people who know us and trust us, they don't care about our logo? Potentially? I'm sure there was lots of other people to send in their logos. And you could have given them free critique on Yeah,

Trudie Avery

exactly. I don't see it as being a critique. It's more of like, how does it make me feel you do I do? Do I think the target market is of this? And yeah, I would say with the more modern plane of fund, it would be a younger market would be, I'm gonna

Steven Bruce

send out a survey after the show. And I'm going to I'm going to send you guys a survey after the show. And we're going to see how you feel about those two logos and what which one you would prefer. And I think that whole business of the survey could be quite useful as well. Because you've used surveys in the past, haven't you tell us how you use your survey, this is part of your own offering to other people, isn't it and how you have you have squirrelled them into the particular channels that you do in order to provide them with what they need.

Trudie Avery

Okay, so. So I've run I've recently very recently developed a quiz, which is a personality quiz. So that's a it's about brand personality, because we need to we need to inject a sense of personality into a brand, that connectivity. So how Who are you trying to connect with and how to get them to connect you. So there's 12 brand archetypes and this was coined by Carl

Jung In early 20th century and these brand archetypes or personality archetypes are the magician, the lover, the every the every man. There's, there's 12 of them and these personality types of things that you recognise instinctively, you know, things about people in the same ways. You've got the psychology of colours, you've also got the psychology based around people who are who teach who love to teach the caregiver who does loves to care and to do everything to people so so develop this quiz. You take a bunch of questions takes about five minutes and people get to the end and it will say you You are the caregiver, you love to serve, you know, you love to help people, it's in your DNA to be that person. And then once they've got this information, they've given their email just to get it, which for me then goes into a funnel. And the caregiver then will receive five emails, specifically about being the caregiver, this is your type of brand voice, these are the types of colours you should be using. These are the types of fonts you should be using. These are other brands in this sort of genre to give people an understanding of, oh, okay, so I can embrace my personality, I can so capitalise on that

Steven Bruce

I'm only going to hire you because we we this is a short show. And we're going to run out of time very soon. And we've talked at length about issues off the subject, perhaps of the branding. The reason I liked the idea of your survey is first of all, people love to do personality surveys, they will crazy or quizzes, yeah. And you know, find out what sort of person you are. And it just struck me. Again, this is again off the topic of what you came in to talk about. But I as an osteopath, or as a chiropractor, could have a similar quiz. And it could just be the personality quiz. But it could be which part of your body bothers you most or something like, I'm gonna think a lot of injuries and so on. And people fill in this thing. And as a result of this, they get an answer back about the best sort of treatment for them. But the key issue is that having done that, you the business person, the clinic owner have got the email address, and you can send them messages to help them with their pain, which is reinforcing your presence, it's establishing your credibility, and without being the least bit pushy, you can then you know, offer people your services if they want them. And before anyone asks me, there is no problem with GDPR on this because you have that. So long as the GPR forgotten the term it is but because they've because they've asked for information about a particular thing, you can continue to send them as long as they don't say stop.

Trudie Avery

As long as it's in that same vein. So you know, they've asked you about back problems, you continue to send them information.

Steven Bruce

That will be bad. Cut some more questions here. Or somebody sent in a we were talking about email addresses earlier on, someone says that a lot of people use Hello, ad instead of info and that is quite a friendly one.

Trudie Avery

I've got a hello at logo lady.com

Steven Bruce

Robin says why would we want to hide the fact that we're a sole practitioner, we can you know, if I mentioned if we use a personal name or a mobile phone number. And I think there are pros and cons in that.

Trudie Avery

Exactly. You don't need to necessarily I don't think the perception of the guy on the street is he might think actually, I want to work with an individual, because he might perceive it as being more value. You know, I get to, if I go into this clinic, I get to work with you. And you know, you're gonna understand me, you're gonna know me and every time I come back, I get to work with you rather than going into a bigger organisation or working with this person, this person and this person. So there's

Steven Bruce

also I think I made the point that it's much more acceptable to use a mobile phone number now than it used to be. It used to be the case that it looks very unprofessional if it was a mobile rather than a landline. But I don't know we haven't even got landlines in my clinic anymore. We've got VoIP phones, which look like landlines. But you know that people don't mind using mobiles, do they? And I agree, you know, if it says Robin at a nickname.co.uk I think people patients will potentially really like that. Especially if you are a sole practitioner. If you think there are lots of practitioners then you either need one for everybody or you need something a little bit more generic which is friendly. Vlad is going back in again, just put my logo back up again, especially the old one, because Vlad is offered his his own commentary on my logo, okay. He says it makes us look like a bunch of tree surgeons. person, maybe he means the new one is more of a to bring the new one up there.

Trudie Avery

He can never control who's going to think what

Steven Bruce

we're not gonna be treating flat. And that's a really interesting observation

Trudie Avery

that people have the most unusual. No, they have their unique perspective on things. And you know, maybe he seen the logo from a tree surgeon that maybe looks a little bit like that. And now that's embedded in his subconscious. So but the thing is, your logo isn't going to work just by itself, you know, potentially it's going to be part of your social media or and you're going to be talking about back problems. So you know, it doesn't your logo He doesn't have to say everything about you needs to create a flavour personality is a perception of, of something that is you.

Steven Bruce

Yeah.

Trudie Avery

I don't think it was necessarily a tree surgeons logo.

Steven Bruce

Mirror possibly Vlad said that slightly tongue in cheek. Somebody who's being cooled by the machine truth always matter says that a survey will be biased, because everybody out there likes and respects APM. So they want to, they want us to stay the same. Because that wasn't the APM logo. So it was the clinic logo. So maybe I'll get honest answers about that. I'm not going to send it to Vlad, though, because I know what he says. Kim says, I think you should put the name of the company, for example, a pm before the name of the person sending the email, the email can be missed because you don't recognise the first name. taking you down the email path quite a lot here, aren't we?

Trudie Avery

Oh, pente you're sending it to YouTube, you're sending it to somebody who knows you or you just sending it out to somebody who doesn't even doesn't know who you are anyway,

Steven Bruce

even so it's still it's still not info add. Which is I still think is that sounds like a railway timetable. Doesn't it info? If it were ashgrove@ashgrove.co.uk? Maybe that will be attractive? I don't know. Of course, the problem is a lot of emails are going to people's junk boxes these days, isn't it, which is why we've developed an app. So you know, people have our app, but they don't get very much, you know, they're not bothered by loads and loads of updates. But they get told when these broadcasts are happening. And they can go on to the app, and they can see everything on there that's on the website. And I don't know, do you deal with apps as well? I don't create apps, but you presumably do the branding every single day.

Trudie Avery

I set up my business because my my previous business went into a much more technical app building kind of thing. And for me, my I'm like a stick of rock with design all the way through it for me.

Steven Bruce

What is the design? Within Lucy says he's black a good colour to use.

Trudie Avery

Black generally represents luxury. It can also represent death. Or an undertaker. Yeah, exactly. If you're an undertaker, it's a great kind of, but also if you're a very sophisticated high end kind of brand. Or you might say, Well, my logo is is quite clean is quite simple and straightforward. And it's just written in black. But then when you're talking about your brand, that opens you up to a brand colour palette. So I would recommend in your brand colour palette that you might have three to five brand colours, you have one or two, maybe three main colours. And these are the whole I've got long blonde hair, not black, curly hair things. So this is your your main colours that people recognise from you again and again again, but as I say, it doesn't need to be just one colour. It's it's generally 123 colours. So it might be black is the writing of your logo. But there are other colours in your brand colour palette.

Steven Bruce

You promised us some free resources. And we've got a couple of minutes left for you to tell us what those free resources are truly.

Trudie Avery

Okay, so we've already mentioned my personality quiz. So if you go to [www dot logo lady.com](http://www.dotlogolady.com) forward slash personality hyphen quiz. Definitely worth checking out.

Steven Bruce

We I tell you what, we'll share that link with people. Interesting hasn't got it up on the screen already. I'll send it up on the screen already Justin's way ahead. I'll just do

Trudie Avery

and there's the colour quiz along the same vein that which we can supply links to as well, which I think it's just the [VW logo a.com](http://VWlogoa.com) forward slash colour hyphen quiz. And if you want to link up with me on LinkedIn, Trudi hyphen Avery, I literally talk about branding all the time.

Today with an eye on your Yes, JD with a nine all the way. I give away so much information and helpful hints and tips about everything to do with branding. So definitely worth a follow. If you want to find me on LinkedIn. LinkedIn is where I mainly hang out. I do have Facebook groups as well. But I love LinkedIn. Well, we

Steven Bruce

could we could have a separate conversation about that, couldn't we? And before we went on air I said the LinkedIn is really good if you're a business to business organisation because for us business to consumer it's it's probably a little bit too formal going Facebook Facebook probably works better. But yeah, so truly with an IE hyphen Avery a ve ry on LinkedIn. And would people be able to would they get enough information from there to be able to have a stab at designing their own logos and websites. So

Trudie Avery

I also have a course how to design a logo Nuccio you can find on my website, they've got a.com and logo, logo lady.com And go check out my course how to design your logo and that goes into everything that we've just been talking about in terms of colours and colour psychology and fonts and what the font mean and shapes and what the shapes mean. Like I said, the circle squares, there's a

Steven Bruce

whole science, which fonts work together. Yep. So

Trudie Avery

and, and it goes into a lot about who your target market is and what your values are. Because the thing the thing about designing a logo, lots of people just don't jump straight into Oh, that looks nice. I'm gonna choose that colour because it's my favourite colour. I'm gonna put that on there because I like it. But it really needs to you really need to focus on in the first instance how do you want to make people feel what is it about you? So I go into in the course is a lot about your values your acknowledge your experience and, and your perfect kind of customer. This is all about the psychology and, and and working out what would make a good logo for you as well. So yeah,

Steven Bruce

Bekki and I think I think this is my Bekki from APM has just taken your personality quiz and got a brand's archetype is the innocent. Oh, how lovely. I've got a little little nice little smiley faces with a halo on the message next. Trudy, it's been great fun. Thank you, Anna. And really informative. And I know of course, this is a lot of people in my line of work will probably already have their stuff and they're happy with it. But then also been lots of people who are spending a lot of time and wasting a lot of effort and stress worrying about how they brand their businesses. And I hope seriously hope they'll make use of the resources that you've made available or come to you and ask you to do it for them. But of course, this isn't. This isn't a sales pitch. This is it's this is how to help people do their own things. Giving them the resources they need, if that will freezes proves too time consuming or difficult. So thank you very much. Well, that's it for this lunchtime. I hope you found it interesting and useful as I did.