

Ready for your closeup?

Brand & UX Refresh

Your brand tells the world who and what you are. Solid branding is crucial to earning and maintaining relevancy in the market, and undertaking a refresh to realign your vision is the first step.

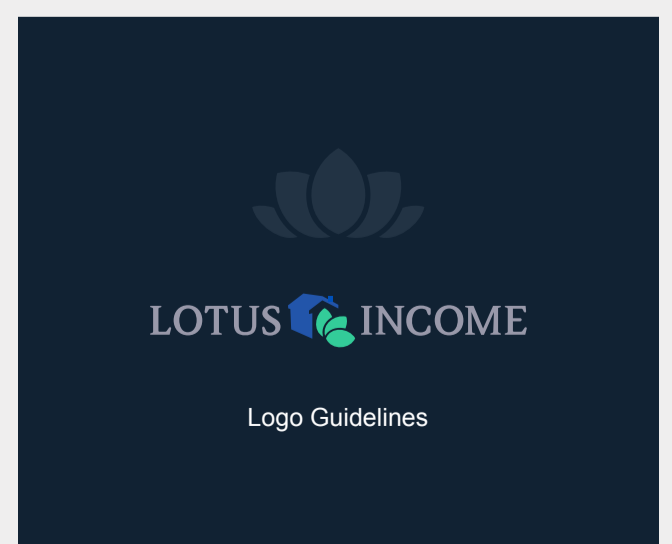
The experience your brand delivers shapes perception and, getting it right catapults business success. Think of User Experience as the courtesy shuttle on the brand road. If things are smooth, fast and go as they should, users are happy, and loyalty grows.



Build a Better Brand

These days, a brand is more than just a name, logo and colour scheme. A brand encompasses your origin story, personality and unique value proposition. Since consistency, accuracy, and integrity are crucial facets of a great brand, these are the pillars of our focus and work.

We begin by building consistency throughout your brand image. Website and digital presence, sales and marketing materials, business cards, and any other resources you use to represent and promote your company need to integrate seamlessly. Next, the focus becomes secondary marketing to solidify your position, advantages and competition in the market. The final result is a solid brand identity and presence that you and your audiences will love.



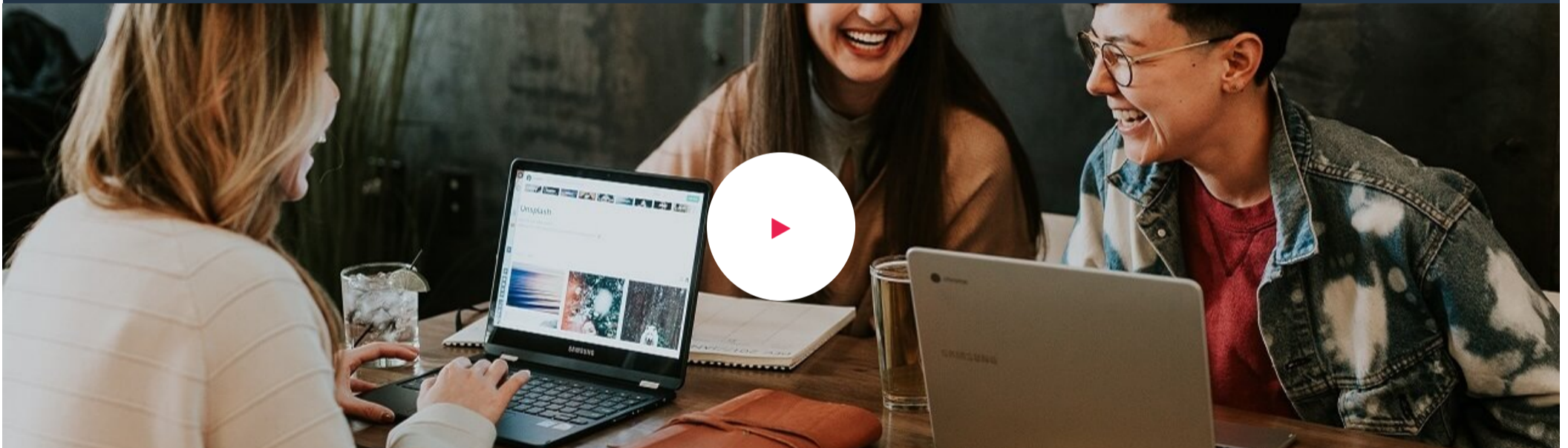
Build a Better Brand Experience

The experience people have when interacting with your brand is crucial to building lasting loyalty. When users can't navigate your website with ease and consistency, they miss experiencing anything significant with your brand. A poor user experience can result in all the strategy and work that goes into designing and branding a website going to waste.

Rayova can help deliver crucial results like faster searches, faster load times, and a better mobile experience. We can also provide a cleaner overall digital experience by fixing broken links, correcting spelling mistakes, and ensuring that HTML markup is perfect.

We also deliver accessibility to help you better serve your customers. Creating a brand that appeals to everyone, including those with physical impairments such as visual challenges, helps to bolster your brand's integrity by showing you know it's essential to equally serve all of your customers.

[Read Our Story](#)



Brands aren't nonsense

We hear a lot about "brands" in our day to day lives. Brands that do this and do that, what those brands can bring to our lives, and a whole lot of nonsense that may not seem to apply to what it is we do and strive for on a daily basis.

Brands are your identity

But at Rayova, we believe your brand is so much more than just a recognizable name. Your brand is your identity, and it has to mean trust, dependability, and reliability to each and every client that utilizes your services or products.

They set you apart

We want your brand to stand for a number of different things that each hold a great deal of credence to every client that you serve. We also want to set you apart from your competition. A proper brand refresh to accomplish this.





Logo Redesign

For a truly outstanding online presence, having the right image is a must for your company. Rayova will work with you to establish a truly unique presence for your business on the web. Making your website easy to locate, easy to use, and as informative as it can be is essential in a highly competitive internet landscape.

Standing apart from your competition means investing in image branding and a corporate identity. Rayova can assist in your branding needs, whether you are starting a new venture, or are in the process of upgrading the look of your existing company. Whatever the need, we can develop a simple, versatile, professional logo that will work on any medium.

Brand and Logo Guidelines Sample

