



# 7 IT ONLY TAKES SECONDS TO MAKE A FIRST IMPRESSION

## 7 TIPS TO MAKE THE MOST OF IT!



### 1 Start before they enter

The exterior of your buildings and your signage help people know they are in the right place. Consider making your brand colors and logos more prominent or using your exterior space as a lounge or optional meeting location.



### 2 Your people are your brand

Your employees will either reinforce your brand or contradict it when your visitors walk through the door. Consider having employees greet people as they enter with branded attire that aligns to your messaging.

Princeton researchers found that people decide trustworthiness within 1/10 of a second.



### 3 Color is a multi-tool

Color can have a powerful emotive effect and help to move your eye throughout the space. Consider using specific colors in connection with a service, product or task.



### 4 People want to see themselves

The most powerful imagery is relatable, showing real people doing real things. Consider connecting your brand and offers visually to the life moments they represent.



### 5 Less is more

Multiple display cases and posters can create visual clutter, distracting from the actual message. Consider consolidating your messaging onto digital displays, rotating messaging to keep it interesting and on-brand.

Read more from Forbes on the topic with tips for personnel, websites and physical locations.



### 6 Light up their lives

Lighting impacts the feel of a space not only based on its brightness and watts used, but also the color temperature. Consider using neutral to cool color (3500 to 4100K) outside and in to convey a friendly and inviting atmosphere.



### 7 Match your other channels

The aesthetic quality of your building should align to the quality of your website and mobile app, not leave people wondering if they are lost. Consider getting an audit of your facilities by a third party to identify the message they are currently sending.