

# Hyland Graphic Design & Advertising's Brand and Corporate Identity Services Help Businesses Stand Out

*A Pennsylvania-based graphic design company is giving businesses the best chance to succeed.*

DOWNTOWN, PENNSYLVANIA, UNITED STATES, March 22, 2021 /EINPresswire.com/ -- Representatives with [Hyland Graphic Design & Advertising](#) announced today that its brand and corporate identity services is helping businesses stand out.



"We offer [logo design, brand management, and development](#) services," said Matthew Weiss, Owner/Creative Director and spokesperson for Hyland Graphic Design & Advertising, a company that recently celebrated eight years in business. "Brand identity is the foundation of your corporate image. It's the fundamental idea behind everything a company does, everything it owns, and it aims to reflect the values and goals of the business as a whole."

Weiss explained that with a well-managed brand identity, the business will not need to reintroduce itself time and time again.

"When a client or customer sees your logo, arrives at your website, is handed a business card, or receives your postcard in their mailbox, do you want them to feel that you are a trusted source? Without a strong brand promise, you spend half of your valuable selling time introducing your business and making the case that you are a reliable provider," Weiss said. "Hyland Graphic Design & Advertising can help you to compete in the marketplace by producing a consistency that embodies what your company stands for, what it believes in, and why they exist. It's the uniqueness of this identity that will have your company or organization stand apart from your competitors, earning you a place in the memory of your prospective customers."

To help businesses accomplish this, Hyland Graphic Design & Advertising is offering free branding and design consultations to help businesses stand out in the marketplace.

"If you're not sure if your brand is out of date, your website or printed materials have the impact you hoped for, or simply just want to talk to someone about your project, feel free to contact us anytime," Weiss said. "We offer free consultations and are happy to provide insight and out-of-the-box solutions for all of your business needs."

Founded in May 2012, Hyland Graphic Design & Advertising's, which was recently selected as the 2020 Best of West Chester Award for web development & graphic design, services include: branding/identity, brand management, web development, graphic design, printing, SEO, digital marketing, custom apparel, promotional items, trade-show booths, signage, and more.

Hyland Graphic Design & Advertising has been selected seven years in a row for the Best of West Chester Awards for web development & graphic design and now qualifies for the West Chester Business Hall of Fame.

Weiss noted that Hyland Graphic Design & Advertising, which is also featured in Expertise.com's List of Top 19 Web Developers in Philadelphia, fosters long-lasting partnerships with its customers and has years of experience walking businesses through the process of developing winning brand identities.

"Contact us at (484) 879-6145 about your unique vision; together, we can develop a strong and impressive brand," Weiss said.

For more information, please visit [hylandgraphics.com/our-blog](https://hylandgraphics.com/our-blog) and <https://hylandgraphics.com/our-services/>.

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#### About Hyland Graphic Design & Advertising

Hyland Graphic Design & Advertising is a full-service design agency that has 2 decades of experience in web development, print/graphic design, branding/identity, promotional products, apparel, printing, and more. Far from a one-trick pony, they create unique and original brand identities that showcase the best aspects of each one of their clients.

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