

## **SME BRAND DESIGN IN GHANA: THE ARTIST PERSPECTIVE**

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### **ABSTRACT**

This article investigates the most important visual elements brand design artists should consider when creating visual communication tools, branding situation among SMEs in Ghana, and the most important visual communication tools that should be emphasized on in Ghana from the artist perspective. Visual communication tools highlighted for this study due to their relevance and prevalent use by SMEs include logo, signage, market collateral, product packages, apparel and stationary while visual elements considered for the study are key color, consistency of images, symbolism of design, medium, and typography & treatment. To attain the research objective, researcher used a pair-wise structured questionnaire to solicit data from artist and used analytical hierarchy process; AHP methodology to analyse and evaluate data obtained. The research proposes for each visual communication tool hierarchically, the most important visual elements that should be considered in the brand design process which can ultimately serve as a guide to other artists and organisations with their brand design.

**Keywords:** Brand management, Brand image/identity, Brand design, Small – Medium size Enterprise, Visual art.