



Helsam

Let's improve your banner
for the new store
in Frederiksberg Centret
with **design thinking**





Logo

According to studies, brands with a visible logo increase customer trust and loyalty by up to 30%. A logo instantly boosts brand recognition and makes your store memorable.

Brand colors + contrast

Consistent use of brand colors increases recognition by up to 80%. Contrasting well with the background, they keep the design clean, readable, and give the layout a modern, “airy” feel.

Familiar brands = more trust

If people don't know your brand yet but see familiar logos of brands you sell, trust grows by up to 40%, making them much more likely to enter the store.



Numbers matter

Numbers are processed by the brain within milliseconds. When people see that you offer 200+ brands, it immediately communicates scale, variety, and reliability — increasing their willingness to visit and buy.



OVER 200
AF DINE YNDLINGSMÆRKER



VELKOMMEN!

Her finder du de bedste *sunde fødevarer, produkter til personlig pleje og økologiske produkter.*

“Welcome” message

The word “Welcome” triggers an immediate, positive association — often linked to new openings, special events, and personal invitations. It’s short, clear, and naturally grabs attention.

Short description

A clear and concise description quickly tells visitors what your brand is about and what they can expect inside — no guessing, just clarity.





VELKOMMEN!

Her finder du de bedste *sunde fødevarer, produkter til personlig pleje og økologiske produkter.*



australian
bodycare

ECOOKING™
The Recipe for Natural Beauty

SKÆRTOFT MØLLER

AllMatters
Fairly Organic

DESTINATION
COMPLEX

NEMARIE
BORLIND

LaVender
100% NATURAL

OVER 200
AF DINE YNDLINGSMÆRKER

Visual elements

The human brain processes visuals 60,000 times faster than text. Effective visuals create instant product associations, making your message memorable without overwhelming people with too much reading.



VELKOMMEN!

Her finder du de bedste *sunde fødevarer, produkter*
til personlig pleje og økologiske produkter

Quick contact & loyalty system

A simple, visible option to join your loyalty program or contact you helps turn visitors into clients with almost no effort. It's a small step for the customer — but a big step towards repeated sales. Surprisingly, many shoppers don't even realize you have such an option unless it's clearly shown!



australian
bodycare



DESTINATION
COFFEES

ANNEMARIE
BÖRLIND
NATURAL BEAUTY

Lavender
100% NATURAL

OVER 200
AF DINE YNDLINGSMÆRKER

PACIFICA

MELISSA
COSMETICS



NATURAL



BLIVE MEDLEM



VELKOMMEN!

Her finder du de bedste *sunde fødevarer, produkter til personlig pleje og økologiske produkter.*



ANNEMARIE
BORLIND
NATURAL BEAUTY

australian
bodycare

AllMatters
Formerly Organix

Lavender
100% NATURAL

PACIFICA COSMETICS
MELISSA



NATURE'S
BOUNTY

ECOOKING
The Recipe for Natural Beauty

DESTINATION
COFFEES

SKÆRTOFT MØLLER

OVER 200
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BLIV MEDLEM

2280

Velkommen til din nye Helsam

Oplev vores brede udvalg!

Kig ind og få inspiration og
personlig vejledning.



VELKOMMEN!

Her finder du de bedste *sunde fødevarer, produkter*
til *personlig pleje og økologiske produkter.*



australian
bodycare
ECOOKING
DESTINATION
ANNEMARIE
BORLIND
NATURAL BEAUTY
Lavender
100% NATURAL
PACIFICA
MELISSA
NATURAL

OVER 200
AF DINE YNDLINGSMERKER



BLIV MEDLEM

SOURCES OF STATISTICS:

1. Logo & trust (30%) – Crowdspring: Why Logo Design Matters
2. Brand colors recognition (80%) – University of Loyola, Maryland study on color in marketing
3. Familiar brands & trust (40%) – Nielsen Global Trust Report
4. Visual processing (60,000x faster) – Thermopylae Sciences + Technology infographic
5. Power of numbers in marketing – Psychology Today: Why Numbers Work



LET'S WORK TOGETHER TO CREATE DESIGNS
THAT WORK FOR YOUR MARKETING
MATERIALS, WEBSITE, AND SOCIAL MEDIA!

DARIA.DK