



# 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.



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## 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.



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## 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

AllMatters  
Formerly Organicup

ANNEMARIE  
BÖRLIND  
NATURAL BEAUTY

Lavender  
100% NATURAL

ECOKIDS  
SNEAKERS  
SOFT MIX

DESTINATION  
COFFEES

PACIFICA  
NATUR

MELISSA  
COSMETICS

NATURE  
LAW

OVER 200  
AF DINE YNDLINGSMÆRKER



BLIVE MEDLEM



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australian  
bodycare

AllMatters  
TinTab OpenCap

ANNEMARIE  
BÖRLIND  
NATURAL BEAUTY

Lavender  
100% NATURAL

ECOOKING  
The Recipe for Natural Beauty  
DESTINATION COFFEE

SKÆRTØFT MØLLER

OVER 200  
AF DINE YNDLINGSMÆRKER

PACIFICA MELISSA  
COSMETICS

NATUR  
EKO



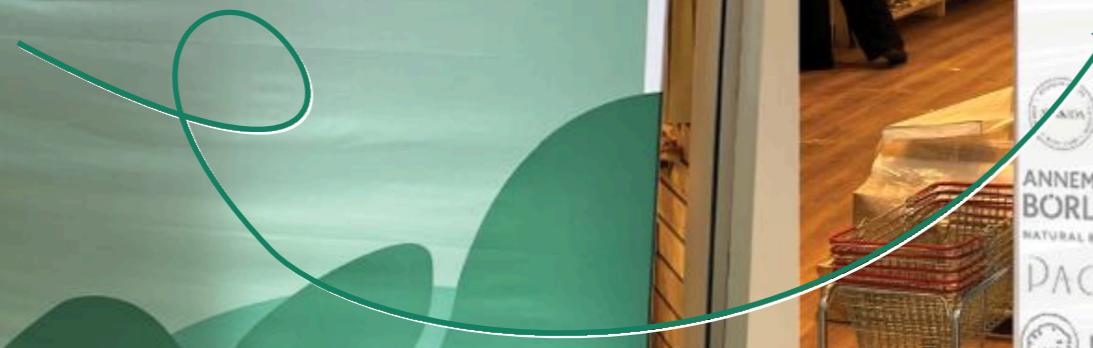
BLIVE MEDLEM

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## Velkommen til din nye Helsam

Oplev vores brede udvalg!

Kig ind og få inspiration og  
personlig vejledning.

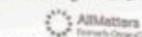


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AllMatters  
Føremål Open Cap



DESTINATION  
SKÆRTOFT



Lavender  
100% NATURAL



PACIFICA MELISA



NATUR

ECOKING™  
The Design for Natural Living

DESTINATION  
SKÆRTOFT MØLLER

OVER 200  
AF DINE YNDLINGSMÆRKER



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## 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!

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