



Making businesses memorable.

Presents:

EYE ON YOUR BUSINESS ■ *articles*

Make Your Logo Work For You!

Five Key Ingredients to an Effective Business Logo

First impressions have the ability to quickly make or break a deal. If you dress in “Sunday best” for a first meeting with an important business client, doesn’t it make sense for your logo to always put your best foot forward? A professional logo is the most visible way for current or prospective customers to recognize you, know what you do, and how well you do it. Here are five key concepts to incorporate into a quality, successful logo that reaches your ideal client.

1. Is your business having a visual identity crisis? Your business should have a clearly defined identity with one logo and style that appears on your business cards, stationery, brochures, newsletters—indeed, all your marketing materials. Consistency sends the message that your business is stable and dependable. Your logo needs to visibly represent a business that is professional, successful, and at the top of its field.

2. Is your logo unique to your business? Just as your business is special and unique, your business’s “picture” needs to say “unique” as well. A professionally designed logo will ensure a meaningful identity mark that is memorable and captures the essence of your business.

3. Is your logo breaking the bank? Printing business cards, postcards and other promotional materials can be a major expense. Using color, as beautiful as it is, can be challenging price-wise; the more colors in the design, the more it can cost to produce.

4. Is your logo too complicated? A simple mark is easier to remember than one that is extremely intricate - two good examples are Target® and Nike®. Your logo must be scalable and look just as good in a small image on an ink pen as it does on a 10-foot tall billboard. Make sure that your logo also works in black-and-white to allow for maximum flexibility in printing choices.

5. Does your logo have a photographic image in it? Stay away from photographic images in your identity mark; difficult to reproduce and re-size, they often appear fuzzy. And always make sure your logo retains its integrity and legibility when photocopied or faxed; test it on the nearest black-and-white copy machine.

Take an eye-2-eye look at your logo; is it a worn out t-shirt or your Sunday best? Your logo is a key part of your business identity, communicating an image of your business. Is it the best one? Use these tips to ensure that your logo puts your business’s best foot forward—and moving towards success!

About the Author

As the creative director and owner of Eye 2 Eye Graphics, Nancy creates designs that capture your passion—the true essence of your business—in a visual manner, and moves your branding and marketing materials from “obsolete” to “outstanding”. Nancy connects with you, eye-2-eye, and transforms your ideas into stunning, original representations of your business identity. To view Nancy’s extensive portfolio visit, www.Eye2EyeGraphics.com