

Is Your Logo Working For You?

The creation of a logo is one an important marketing tool for your company.

A great logo must accomplish three things:

1. Graphically represent the true personality of your organization.
2. Be unique and easy to remember.
3. Tie all the elements together. The logomark, logotype descriptor and tag line should have a cohesive feel.

What makes a distinctive and memorable logo?

- **Original:** You want your logo to look different from your competition's logo and to reflect the personality of your organization.
- **Simplicity:** A clean, uncluttered logo is easier to remember than a complex image with lots of detail. You want your audience to recognize the logo quickly and easily
- **Limited use of color:** Most logos use only one, two or thee colors. Limiting the use of color helps your audience remember your logo and also helps to convey a mood or emotion.
- **Easy to read:** Choose fonts that are easy to read and that assist in conveying the personality of your company.
- **Practical, Usable and Flexible:** A good logo should be economical to reproduce. (With the advent of inexpensive, low quantity, four-color printing presses, the use of full color printing is more affordable than in the past). The logo should look good in black and- white and should convert well to web-safe colors.
- **Proportionality:** Logos that are either very tall or wide are more challenging to use in a variety of situations and may become very difficult to read when shrunk down. Can the image fit well on a business card, in an ad, on a pen or a mug?

When all of these factors work together, you will have an image that represents your company and will function well for years to come. After the logo is designed, than you can turn your attention to creating other marketing tools such as business cards, stationary, brochures or a web site.