

Logo Selection Process

When you start looking at rough ideas, how do you decide which one is the best for your business. Notice I didn't ask which one do you like the best. What you personal like and what may be the best for your business/organization may different. You will have to set aside your personal preferences in determining what image will best represent your business/organization.

Below are some questions will help you in the decision making process.

- Which of these images catches your eye first? Why?
- What do you think this image means? Why?
- Which of these image promises the most value to you? Why?
- Does it make sense for your company/organization to promise this? Why?
- What other types of promises would you expect from this company/organization? Why?