

## How to select the best image for your business

OK, you have hired a designer and you have looked at the first round of concepts and you have narrowed the choices down to one or two great images. How do you decide which one best represents your company? Strange as it seems, the determining factors should not be about which one you personally like. Selecting a good image for your company is about how your potential customer perceives it. Here are some questions you can ask people not associated with your business to help determine which image is actually projecting the qualities you want associated with your business. These questions are not about liking a logo, they are about understanding the concept behind the logo.

- Which one catches your eye first? Why?
- What made you notice it? Why?
- What kind of company do you think this best represents? Why?
- Tell me what you think these images are trying to say to you? Why?
- Which image promises the most value to you? Why?
- If a company offering \_\_\_\_\_(banking services, counseling, widgets, etc.) used this image, would that make sense? Why?
- Which image best projects \_\_\_\_\_(safety, fun, adventure, tradition, confidence etc)? Why
- What other type of images would you associate from a company offering \_\_\_\_\_(banking services, counseling, widgets, etc.)?

With feedback from these questions you will be able to zero in on what is working and what is not working with the designs. It is just as important to listen to what is not working as to what is working. Armed with this information, it will be much easier to make changes to create an image that represents your business.