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September – October
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What Does Your Logo Say About You?

Part of a logo's impact comes from repetition, the very act of seeing a familiar symbol on a continual basis.

In the marketing world, a lot of attention is given to the concept of "image," both on an individual product level and for a corporation as a whole.

Researchers know the perception of a product or service can be vastly different from actuality. Business owners are faced with the difficult task of communicating to their consumers exactly what benefits they will derive from using their product or service vs. the competition's offering.

One way businesses do this is through their logo, or their corporate identity. Part of a logo's impact comes from repetition, the very act of seeing a familiar symbol on a continual basis. Every company, every branded product or service needs a logo for this purpose.



Because logos are everywhere, it is essential for a logo to have meaning; to present to the subconscious mind of the consumer a message about the corporation and/or the product it represents.

Of all the factors that comprise corporate image, the most significant one is that of integrity. Integrity, in itself, has components: honesty, loyalty, determination, strength, completeness, dependability.



Another element that is important for a corporate or product image is value; the consumer must perceive that they will be receiving something of worth for their money.

Leadership is another factor; it connotes a knowledge of the marketplace and the ability to conduct business in such a manner that others in the field acknowledge this company's worth.

Innovation is another important component of image. Businesses want to be seen as creative, knowledgeable and able to meet consumer needs with the newest and best products and services.

To build such an image through logo design requires the use of all of the tools a graphic artist has in their armory: fonts, color, placement, size, pictures and design motifs.



Logo designers know that some images require a sense of movement in the logo design; some need the strength of heavy block lettering; logos for products for infants, for example, would be best served with soft pastels and lines that are rhythmic and flowing rather than having sharp angles.

Any entrepreneur seeking a logo for his company or product should first choose the elements he or she wants to present as a communicator of the corporate image.

Knowing the relative weight of each factor, a logo designer can then create a logo that catches the public eye and imagination, sends a subliminal message about your company's image and indelibly imprints the logo in the consumer's memory.



There are four options for actually getting the design work done. From a print shop, an ad agency, from an online logo design specialist or by doing it yourself. All have benefits and drawbacks. Why not come in and see us Monday through Friday 8AM to 5:30PM for the reinvention of your company's logo!



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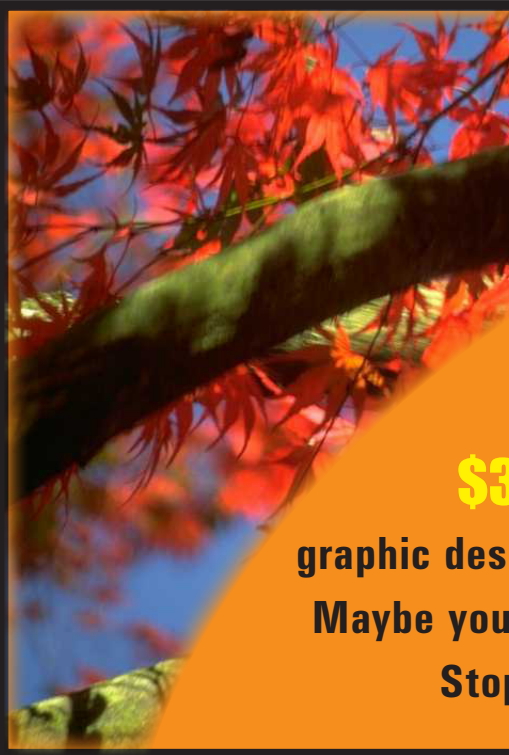
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