

# What Can a Well Designed Logo Really Do For You?

Your logo is the most important part of your branding and it is worth investing your time into getting it just right. It is the starting point for your entire corporate image and should look professional and convey a message about the type of business you are and what you stand for. Remember that you are selling your *brand* to your customers, *not* just your product or service and a strong brand image can really make you stand out from amongst your competitors.

On the other hand, a poorly designed logo will reflect badly on your business. In the same way that people make subconscious assumptions about you based on your appearance, a logo that looks as if it has been done cheaply without much care gives a poor impression about the quality of your products or service. You may feel that this is an unfair assessment, but first impressions really do count and you need to seize the opportunity to make that impression a good one.

## Start as You Mean to Go On

Don't put it off! Setting up a business can be expensive and time consuming, but putting your logo design off until you have a few more clients and a bit more money to play with is not a good idea. Without a professionally designed logo and marketing materials, it will be a lot harder for you to get those extra clients, so make sure you budget for your logo design.

## Why Does Logo Design Cost so Much?

Designing a logo is a lengthy process, which is why logo design tends to command a higher price. Even though you may be asking for just three logos to choose from, your designer will have created many more than that in an attempt to get the design just right.

## Talk to Your Designer

There should be no guess work involved in designing a logo, so always fully brief your designer before work on your design commences so that they are aware of any constraints or boundaries that should be taken into consideration. It is also wise to give an insight into the way your business works and what its ethics are, so that these ideas can be incorporated into the design. How do you intend to use your logo? What will it be printed on?

Don't be scared to tell your designer your own ideas as this gives them a real insight into what you expect from your logo.

## So What Does Make a Great Logo?

- **It is directed at your target audience**
- **It must be visually appealing and unique**, making an immediate impact. However it should also be simple, concise and easy to read, with a limited colour palette.
- **Know where it will be used** - Will your logo be used mainly on huge billboards or tiny boxes? Do you intend to use it on packaging or just your stationery? All these factors should be taken into consideration when designing your logo so that it works well wherever it is used.
- **It reflects the nature of your business** - A logo for a night club would be very different from the more corporate logo of a surveyor for example.
- **It enables people to easily identify your company** which means it should also be memorable so that people instantly recognise your logo the next time they see it. If they remember your logo and not your competitor's, you've got your foot in the door.
- **Avoid DIY logos or ready made clip art** - Not only can they look cheap, but they are often not scalable (see below). Clip art should always be avoided as it is copyrighted and each piece of clip art has specific terms associated with its use. Besides, how do you know someone else isn't already using it in their logo?
- **A well designed logo is scalable** so that it can be used successfully across all of your marketing efforts without becoming pixelated or distorted. A designer will know this and design your logo accordingly.

## In Conclusion

Although there is a bigger picture to branding than just having a great logo, it is always the place to start and makes the rest of your job much easier. It is an important decision for your business that shouldn't be rushed, so take time to find the right designer and make sure they are clear about what you expect.

For further reading, see the [The power of branding: a practical guide](#) on the Design Council website

If you would like to discuss your logo requirements with Vanilla Gecko or request a FREE, no obligation quote, then phone 07879 815753 or visit our website at [www.vanillagecko.co.uk](http://www.vanillagecko.co.uk)