



How a logo can help brand your business

Your business has an image.

It doesn't matter if you spent thousands of dollars on a logo and marketing materials or took ten minutes to slap a piece of clipart on a business card, your business still has an image.

A business' image consists of logo, slogan, color, fonts, etc. It's also part of how you brand your business. Image and brand building is important so that people think about your business when they need your products or services.

Put your logo to work.

Probably the most memorable part of your image is your logo. Your logo represents your business and it helps sell your business. It turns the name of your company into a visual (apple icon for Apple computers), tells what you sell (off-road silhouette for Jeep trucks) and reinforces your company name and product (green giant for Green Giant foods). It sticks in people's minds (think of the Nike swoosh). It's the foundation of your brand.

Since your logo is linked so strongly to your image, take the time to do it well. Make sure your logo ties into the rest of your brand, such as your slogan, contact information, fonts, colors, message, etc. The better you do this, the faster people will think of your business when they need your products or services.

If you decide to have a graphic designer create a customized logo, make sure you take a look at our "Questionnaire for logo development" pdf. There are things to consider when designing a logo to make sure you end up with one that works for your business.

Once you've selected your logo, make sure you use it in a consistent manner. This makes it easier for people to tie your logo to you. Put your logo on everything you hand out to people, along with your complete contact information. And get it in front of people as much as you can. The more people see your image, the more likely they'll remember you (most people need repeated exposure to act upon the information).

Does your image need a makeover?

It may be time to take a hard look at what your image is saying about your business. Dig out your marketing materials (including letterhead and business cards) and examine them. Are you using different fonts? Different colors? Inconsistent styles? Or what about something deeper – like does your logo still represent what your business offers? Are your colors or fonts dated? Does the style still appeal to your target market?

Of all the questions to ask, this is probably the most important one: Are you happy with what your image saying about your business? If not, then maybe it's time for a makeover.

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