

## **Making a Visual Impact**

A logo is much more than a simple little symbol. When used correctly, it identifies who you are, what you do, and what you stand for. Whether you are a small business or a large corporation, projecting a professional company image is important in attracting potential customers and clients. Does your current logo clearly and effectively communicate your company's message? You may already have a logo that you are no longer excited about that could use a redesign. Perhaps you are simply using clipart, or don't have a logo at all! Any of these are clues that it may be time for a change.

There are many ways to present a professional image to the general public. However, your logo may be one of your most valuable corporate assets, playing an essential part in defining your company's image. For this reason, time and effort need to be taken to ensure that your logo is carefully chosen.

A good logo immediately sets your company apart from the competition. Fresh and original, it should be simple enough to be recognized at the first glance. When choosing a logo design, simplicity is key. A logo should have a limited color scheme and use easily discernible fonts, and should scale easily as well, looking as good on a business card as it does on a website or billboard. Whether in grayscale or in full color, it must clearly express your company's values and goals.

Similarly, a good logo also it reflects your company's personality. What does your logo say about you? What is your personality—conservative, progressive, or fun? Remember to select a logo with your audience in mind. A younger audience will be attracted to bright and fun colors, while an older audience tends to looks for stability and professionalism. Color and font face play a big part in determining if your logo will be effective, and helps determine how successful your company will be.

A professional image is not contained only in the logo—it's how it is used. Design your stationary and website with your logo and company image in mind. Use the same fonts and colors to create a sense of consistency throughout all of your company materials, from your business cards to advertising. This consistency will present a unified and organized look that shows that your company has strong leadership and takes time to develop quality products.

Maybe it's time for a logo lift. Maybe it's time to step out of the box and try something new—transforming your business for the better.