



LOGO: An Identifying Statement

For individuality and recognition

A logo is a special design of the name of the advertiser or product/service; it should be recognized quickly and personify the business, but not necessarily explain it.

A logo should be designed for your market, not your boardroom.

It needs to communicate to the company's specific audiences and age groups and should be designed towards the market you are trying to influence.

It should be strategic and emotional, so the viewer will come to associate those emotions with the company and its product or service.

A logo visually identifies and helps market your company or business and its unique qualities – not just the product and/or services.

The logo is usually the one constant in an ever changing marketplace and therefore should visually define the business's mission and goals.

A logo should be contemporary, not "trendy." A well-designed logo should withstand the elements of time.

A logo should be designed with the growth of the company in mind; where it is today and where it is going.

A logo should have a solid design foundation, enabling modifications through the years to modernize, if necessary, without losing the established identity.

It is a strategic tool that makes your company more recognizable.

At point of purchase or through other communications, customers reach for or contact companies they remember; a logo provides the "memorability" factor.

Among company staff, it represents strength and unity.

A strong, well-applied graphic identity stands out eminently against less well-identified competitors. A well-designed logo adds value to a company's existence.

Corporate Identity, Corporate Image, Visual Identity – a logo usually formats a statement of the company's business mission. It should be included in all corporate internal and external communications materials.

A logo helps build a foundation for a coherent image. CONSISTENCY PAYS! Consistent application is how the public becomes familiar with a company's identity. Anything less spells confusion.



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