

# LOGOS & BRANDING

Getting the right look, and doing it by the book.

## YOUR BRAND

More than a logo (although that's a key part), it's a promise to consumers of what to expect from your products and services. It also differentiates you from your competitors, and may evoke a feeling

## YOUR LOGO

WEBSITE

SIGNAGE

PACKAGING

VEHICLE

DISPLAYS

COLLATERAL

STATIONERY

The foundation of your brand and the mark of your organization, display it on your website, stationery, signage, vehicle, packaging and promotional collateral.

## ★ Better by DESIGN!

When exploring your logo design (or re-design) options, you'll want to consider symbols, words (and the type fonts selected to display them), the orientation of elements, shapes and colors.

### BRANDING by the book

After you've designed your new logo, you'll want to create an identity manual that spells out the application rules so that it's always presented in its best light, and never misapplied.

## THE PERFECT LOGO IS:

**Memorable:** This is achieved in large part by keeping it simple, making it distinctive ... and displaying it consistently time and time again.

**Simple:** It must catch the attention of drivers as they speed by signage, shoppers as they survey crowded store shelves, or readers as they flip by ad after ad.

**Versatile:** It must work across a variety of media and applications, against a variety of backgrounds, and in sizes from small to large.

**Appropriate:** Whimsical designs might work for a maker children's products – but not for a hospital, plumber or manufacturer.

## Time to re-brand?

Consider a re-design of your logo if it looks tired, outdated or uninspired, or if your organization and its products or services have evolved. After all, "Bob's Oil Change Shop" may now be "Bob's Automotive Repairs."



BOB'S OIL  
CHANGE SHOP



Bob's  
Automotive  
Repairs