

How your Logo Can Win you New Customers

By Steve W. Geiger

Most people don't realize the true power of a logo! The color, shape and size of your logo develop an image of your business in the "eye" of your customer before they ever enter your store, or speak to your employees. Your logo is the basis of your brand. Often brands become the most memorable part of your business. This is why a quality logo truly goes a long way.

When you develop your logo you want it to express what your business stands for, or your "mission." It should also be an expression that stands out amongst your competitors. Here are a few tips to creating a logo that can Win you new customers...

- 1) It is important to start with a little research. Your logo should stand out and make a statement within your industry. Be sure to take a look at what other's logos look like, what colors are used and understand why. You don't want your logo to look like any of your competitors.
- 2) Shapes are very important to a logo. As an example, circles tend to be universally appealing to most target audiences. Be sure to take the time to choose your shape carefully.
- 3) Colors are just as critical, particularly because they set a mood. Choose them wisely. Some examples: Blue tends to be a universally appealing color. Purple and gold are traditionally royal colors. Red elicits passion and power.

Be sure when you are designing your logo that you are thinking marketing and sales first. Often business owners get really excited about an appealing look that means something to them. The most important thing is that the logo is appealing to your customers! It should help to create a "pull" marketing response (so your customers demand your products or services). Designers are often guilty of not doing the research to understand their client's industry and customers; they just create pretty images. Be sure you are working with a designer that understands that marketing is always first!

Remember, your ultimate goal is to build a brand that stands out and speaks to your target audience. By doing this you will be positioning your business for success. And yes, something as simple as a logo can make a big difference to your success!

With these tips you should be armed with the ammo you need to create a great logo that can win you new customers.

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