



Logo Preparation

Here are a few items that you need to think about when preparing for a new logo. We will outline a list of basic logo requirements when developing a new logo.

Your logo is a presence in and of itself. As we continue to evolve in a visual culture, audiences around the world are learning what they like and don't like and associate good looks with a good site. Trends show that the more visually appealing a website/logo are, the higher rate of bookmarking follows.

It is very important that your logo is eye-engaging. A good logo gets looked at and stored in short-term memory. We want the audience to do one of several things. We want your logo to look so good they want to show it to other people, we want the logo to tie in well with the overall look and color scheme of your site and we want them to bookmark your site.

When someone looks at you and your competition, we want your site your logo to be the one they remember. Being an authority sometimes starts with the visual aspect and goes from there. It at least gets your target audience to look at your site long enough to hopefully grab their attention in another way. If your logo is not eye-engaging and if it does not catch their attention, chances are you may lose them based on their sole opinion of what they don't like to see. Studies show, people generally migrate first to what they like visually before they look at your content.

Here are a few items to think about when setting up the requirements for your logo:

- Who is your target audience?
- What is your market?
- Is there some type of historic theme that can be incorporated into your logo, ie, something from your local city, state. Can you combine elements of something regional or global into your logo that will have meaning?
- How will you be using your logo? Print, signage, just for the web and business cards?
- What colors will you want to use?
- What is the feeling you want to portray when someone looks at your logo?
- What are the thoughts you want someone to think when looking at your logo?
- Is your logo something that you really like, or do you think others will like it too?
- If your logo could talk, what three words would you logo say to someone?



Getting the right logo can be a process of elimination. Look at what your competition is doing, that is always a good start. Look at other non-related logos that you can find and tell us what you like and don't like. If we can eliminate what you don't like, chances are we will produce for you what you do like.

After all, it's your logo. Let us design your dream logo for you. You will not be disappointed.