

Compelling Logos: Right on the mark.

We see countless corporate identities every day. When you consider that we're exposed to about 3,000 ads each day -- and logos also appear on clothing, buildings, vehicles, websites, merchandise, etc. -- the numbers are mind boggling. A memorable trademark is a goal of every corporation, and billions are spent designing and updating logos that appear dated, even if they were successful.

A logo is more than an attractive symbol for the company. Your logo is one of the most valuable assets of your business, building more equity the more it is used. The more image and brand equity you have, the more valuable your company becomes.

Your logo should meet four basic principles of effective logo design. A great logo is simple, appropriate, resonates with your company's core values, and -- with a tagline attached -- conveys a message that is relevant to your target audience.

Simplicity - People are drawn to a logo that is clean and simple. Think of a few of the most successful logos in the world: McDonald's, Nike and Apple. Very simple, clean marks. Less is more, and easy to identify.

Versatility - A logo has to work in many ways, and in many places. It has to be scalable. It must work at any size. Whether printed in one color on the side of a small pen, or blown up large and in full color on a billboard, the mark has to integrate seamlessly. Will your logo look good embroidered on a company shirt? Does it read well as an app icon on a smartphone?

Memorability - Yes, a multi-million dollar budget can make a brand's logo quite memorable. But a mark should be memorable without a mountain of cash behind it. Logos are usually more memorable when they include a graphic. Why? Pictures are more memorable than words. And a recognizable picture works better still. However, sometimes the solution is no symbol and just a beautifully rendered word mark of type only.

Relevance - A logo may look pretty, but does it connect with your company? Not that a logo has to actually show what you sell. Some logos do that and do it well. But it's important that people seeing your logo can connect the mark with the service provided. At the very least, the tone of the logo should be appropriate to the company. A serious logo for a children's TV show is wrong, just as a playful mark for a law firm would be off base.

When it comes to color and effects, remember that an effective logo should work in one color, such as when it appears in a newspaper in solid black. It's also important that your logo have a good visual "hook" that has appeal to the eye. A unique design suggests your company is also unique. A logo that is truly effective is simple, with few elements. A complex logo reduces recognition and legibility. This is especially true at small sizes. You want a logo that expresses your company as clearly, simply and directly as possible.

Your mark is the statement you make about your company, and we all know people do judge a book by its cover, a house by its curb appeal, etc. A corporate logo is usually one of the first impressions your

prospects will see and is the core of your company's brand identity. Make sure it's how you want to be perceived. A good logo builds your brand.

One final thought. Some designers claim a logo should be "timeless." There are few companies that never update their mark. Most logos do go out of fashion over the years, and a periodic update is a wise move.

If you would like to discuss how a new or upgraded logo can help refresh your corporate identity, please feel to contact Jim Gorab at **973-227-8080 x36** or send us an inquiry at www.turchette.com/contact-us.