



LOGO TOP TEN

Top Ten Reasons for Creating A Logo

1. Recognition! People remember you. Built over time and used consistently a logo will become recognized with your goods or services.
2. A visual image will leave a lasting impact over words alone. People associate with images more readily.
3. If you “look” successful, you are successful.
4. Yours and yours alone. It’s authentic - like you and your company.
5. Creates a strong identity that will give you confidence when sending letters, and promotional materials.
6. Represents you when you are not able to represent yourself.
7. Aimed towards your market - helps attract the clients you want.
8. Clearly communicates your dreams and vision of your future.
9. The process of creating a logo will help you clarify goals and priorities.
10. You team up with a creative artist who will give you a professional and unique look.

The importance of a unique, distinctive, and professional logo for your company, service, or product is priceless. Whether you are an independent professional or a national company your logo serves as your face to the world. A logo is simple and straightforward, yet communicates your businesses professionalism, identity, individuality, and personality. It represents the values and reputation of your company.

First impression are lasting impressions...

What is your image worth?