

Five Ways To Tell It's Time To Redesign Your Company Logo

When first starting a business many people simply think that any old logo will do and often it's a case of just writing your name in a different font or an unusual colour and perhaps with a bit of clipart next to it. There's so much else to think about when starting out so you can be forgiven for overlooking the importance of your brand identity.

So now that things have got a bit more serious and as your business grows, it's time to think about how you look in the eyes of others. The logo you have is likely to have been based on the hopes and plans you had for your company at the start however, now your trading successfully, it's possible that you find the business isn't following the path you thought it would, and your business may have taken a whole new direction.

So why should I consider redesigning my company logo?

1. Company name

If you change your company name then it's important to ensure your logo and promotional materials reflect this. There's nothing worse than sending confusing messages out to existing or potential customers. Resist the temptation to just put your new company name alongside the old logo in the hope that it will do. If you don't take the time to invest in a redesign of your logo, it can create a bad impression and some customers may become suspicious as to why just your name changed suddenly.

By spending time changing your brand you can be proud of the improvement and it's a great opportunity to relaunch your business with a fresh start – your new identity can do much of this work for you.

2. Tired and Old Fashioned

If your current logo is looking tired or old fashioned, the chances are that's how you are perceived by potential customers – and it's definitely time to look for an update. Does your current identity truly reflect your business and what you do? If not, then you should seriously consider refreshing your appearance.

3. Your Business Changes

Maybe your business has changed to such an extent that your identity no longer truly represents what you are or what you do. Perhaps you started by personally serving each client you have and now you employ a vast team of specialists assigned to each specific area of your business. A new identity helps to establish true brand values and can support service expectations.

4. New or Improved Services

Whilst minor changes to products you offer or services you provide shouldn't mean you have to redesign your identity, if you have changed a range of services or you've grown considerably in terms of what you offer, then your logo should reflect your improved standing in the market. A redesign of your brand for this reason makes lots of sense as it shows how your business has changed which in turn often encourages existing customers to consider you for work that they may not have thought you can do or to use services they didn't know you offered.

5. New target audience

It's not unusual for a company to change target markets – perhaps it's new products or services that have led you to target new areas or it could be that you are looking to take existing products or services into an existing market. If so, then it is highly likely that you will need to improve the impression you make and a new corporate identity can really help get you noticed and make the impact needed.

Should your business have changed in any of these key areas, then it's time you assessed your brand with a view to redesigning your brand.

How We Can Help

Let the expert design team at Touch Marketing & Design provide you with an insight into how your logo can help you gain new business. Updating your existing identity with a professionally designed logo provides your business with a distinctive edge that will help you get the attention your business needs.

For more information about our corporate identity design services, please visit: www.touchmarketing.co.uk/corporate-identity-design.htm

More information

Touch Marketing & Design is a Blackburn-based marketing, design and web agency who are highly skilled and experienced at creating new brands and providing makeovers for existing identities. Our clients include sole traders, SME's and international PLC's.

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