

## Ten Quick Logo Design Considerations

**Corporate identity design specialists Touch Marketing & Design offer ten quick design considerations when designing a new logo. The right identity that meets these considerations will work wonders for you.**

By building your brand you will boost visibility, establish and maintain credibility and most importantly grow your business by being memorable. Here's how:

### **1. Make it Memorable**

You need your logo to stay at the forefront of your potential clients minds – but so does everybody else, so to make sure your new identity is memorable, think of the ways you can make it stylish and unique and then you're on your way to making it spring to mind the next your potential customers have a need for what you offer.

### **2. Is it Meaningful?**

Your logo has to work hard to compete in the mind of those who see it. It should distinguish your business from other and be clear about who you are. By making sure it is meaningful it will allow the people who see your logo to gain an understanding of your company.

### **3. It Must Be Unique**

Your new identity should help you stand out from the crowd – and if you look like everybody else in your market, it'll be instantly forgotten.

### **4. Make it Last**

By investing in the process now, you'll ensure you don't have to redesign your logo again within a short space of time. By considering the many factors involved, you can make sure it can be adapted to whatever direction your business takes. Think of the medium to long-term not just for today.

### **5. Unity and Layout**

A logo isn't just your company name in Arial typeface with a bit of clipart stuck next to it. There can be many elements within the identity so it all has to work as a single, stand-alone piece rather than a mixed up mess of parts thrown together, this is where the skills of a professional design team can really help.

### **6. Colour**

Colour has a major impact on the way your business is seen by others and there are so many different options, combinations and styles to consider. It is also crucial that your identity works equally well in black and white or greyscale as it does in full colour. As every colour has it's own meaning, you should also consider what your chosen colours themselves say about your business.

## **7. Is it Scalable?**

It is important to remember that you will need your logo to work across a range of media (and in different formats) and it has to look good at various sizes too – from a business card or a tiny sticker to signage and even billboards. Make sure it is legible at every different size along the way – so whilst it may look good on the front of a brochure, if you can't read it on a business card then you've failed.

## **8. Keep it Simple.**

Too often we see logos that are really complex with too many design elements making it look a confusing mess (and remember we're used to looking at lots of identities, so think what others must think when they see them!). By keeping it simple and stylish you're halfway to winning the battle.

## **9. Consistency is King**

Once completed, maintain a consistent approach to the use of your logo – from text styles, design elements, colour and layout. Doing so will ensure your new identity works much harder for you. By protecting the way it's used, the clarity and consistent use of your logo will help people to remember who you are and what you do.

## **10. Make Sure You're Delighted!**

There's nothing worse than a logo that you don't want to use, so make sure you are absolutely delighted with it. A logo that meets all of these objectives should give you an identity that you are delighted with and are proud to use. After all, what's the point in having a logo that you don't want to use?

## **How We Can Help**

Let the expert design team at Touch Marketing & Design provide you with an insight into how your new logo can help you gain new business – having 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](http://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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