

# 10 STEPS TO A PERFECT LOGO or 'Does your logo work for you?'

With a  
simple  
**CHECKLIST**

A strong brand identity is incredibly important, and with that a strong logo can really help your company stand out from the competition. It should be memorable and allow a potential customer to pick you out in a crowd.

## BUT WE ARE A SMALL COMPANY? WHY WOULD WE NEED A LOGO?

Good question. Companies with logos look more professional and build trust with potential clients. Ask yourself: Would you trust a company to work with you if they didn't have a logo?

Remember that all those multi-million pound companies out there started just like you did. With an idea and a passion for what they do. Possibly they had the foresight to have a logo designed which meant they stood out from their competitors and ensured customers came back again and again.

Brand loyalty builds businesses (like yours).

## EH? BUT I THOUGHT MY BRAND IS MY LOGO?

**Your Logo is NOT your Brand**  
(repeat this to yourself)



- A **LOGO** IS VISUAL SHORTHAND  
to help your company be recognised instantly
- YOUR **BRAND** REPRESENTS YOUR VALUES  
For example, "Dark Iris is a graphic design business who is friendly, adaptive, and wants to make the world brighter through design".

Though your logo can work as shorthand to your brand values.

I'll help explain this further as you work your way through this checklist (it shouldn't take more than about 30 minutes) and it will help you decide what you need from your logo and how to create your brand.

**START THE CHECKLIST >**

You might be saying: This looks like a lot of work!

What if I told you that 30 minutes spent now could save you hours of your valuable time in the future and possibly make you millions at the same time? Well follow the steps below and although the millions are not guaranteed, they could set you on the path to getting there!

## CHECKLIST

Tick them off when completed

### BEFORE YOU START: DON'T WASTE YOUR MONEY!

1

- Make sure you are 100% sure about your business name. If you have been trading for years and just need your logo refreshed, then great, you are ready to start!
- If not, check your potential name at Companies House, **Google** it and also check if the domain name is available.

#### Step 1

I know my company name is 100% correct

### DO YOU KNOW WHAT YOU ARE LOOKING FOR?

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- Then let your designer know! A good designer will value your input. After all, you make their job easier if you communicate your needs to them!

Your logo might represent your business for many years to come. Ask yourself - if you don't know what you want, how would you expect anyone else to know?

Read on to help you decide.

#### Step 2

I know roughly what I am looking for

### WHAT ARE YOUR COMPANY'S VALUES?

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- Write one sentence about your business that incorporates your values. It helps to know your Unique Selling Point (USP) too. This can help your designer build a logo which genuinely reflects what your company does. It could even become your tagline (a line of text that accompanies your logo).
- If you are struggling with articulating your values (or even if you aren't) it can help to choose 5-10 words to describe your business.

Choose some below or add your own...

Calm	Fun	Stable
Fresh	Inspiring	Invigorating
Strong	Heritage	Active
Bright	Smooth	Longevity
Reliable	Traditional	Responsible
Quirky	Funky	Unique

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#### Step 3

I know my company's values

I've chosen relevant keywords

## WHO IS YOUR TARGET AUDIENCE?

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- Consider their age, gender, location, social group, ethnicity...

For example, **MTV** has a very different logo to the **Antiques Roadshow**. Why do you think this is?

Think what might appeal to them and not just what appeals to you.



### Step 4

I know who my target audience is



## WHERE WILL YOU USE YOUR LOGO?

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- On **business cards** or **airships**? **Websites** or **t-shirts**?

You may not think you will need to consider lots of final uses, but what if someone offered you a free airship with your logo on it to promote your business? Would you be embarrassed to let people see it? Would they even be able to read it because the text is too small? What if the airship is white and you only have a white version of your logo?

If you know you will want a letterhead, website, t-shirts, signage etc, let your designer know what your final intended use will be so you can work together on your logo's future.

### Step 5

I know where my logo will appear



## CAN YOU FIND AN EXAMPLE OF A LOGO YOU LOVE?

6

- It may not represent exactly what you are looking for, but it can help your designer get inside your head (in a non-creepy way) and understand what sort of designs you like.

**But I don't know what I like! Help!**

Well I'm here to tell you that you are wrong!  
You do know what you like!

Do you prefer Van Gogh to Picasso?  
Turner to Michelangelo?  
Starsky to Hutch?

Learn to trust your instincts.

### Step 6

I have an example of a logo I love



## RESEARCH YOUR COMPETITORS AND DO IT BETTER!

7

- Write down the names and websites of your competitors.

Not just those locally, but nationally. If you are a local business, look at what the multi-nationals are doing.

You may not have their budget, but with the right logo helping to build brand loyalty, one day you might have!

- Are there any common themes you can spot?
- Does your biggest competitor use a colour that you should avoid, to make sure you distinguish yourself from them?

### Step 7

I've researched my competitors online



This section is where your designer will take over and incorporate all the information from Steps 1 - 7 into your ideal logo.

## WOULD A SYMBOL OR LOGOTYPE WORK BEST?

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- Well known 'symbol' logos



- Well known 'logotype' logos

Sainsbury's

John Lewis

Google

Harrods

### Step 8

Your designer will help you with this step

## WHAT TYPEFACE BEST REPRESENTS YOUR COMPANY?

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- You might say "Typefaces / Fonts aren't important"

This quick example should show why the correct choice of typeface is paramount. Where would you choose to eat?

*Fine Dining*

**FINE DINING**

Now imagine its Hallowe'en and your kids want to visit a spooky restaurant - now where do you choose?

### Step 9

Your designer will help you with this step

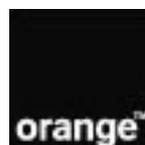
## WHAT COLOURS WORK BEST FOR YOUR COMPANY?

10

- You may be wondering why colour is left until last, when it can be one of the ways you instantly recognise a company?



Coca-Cola



Simple. If your logo doesn't work in black, it probably won't work well in colour. Simplicity is key.

- Your company type may dictate what colours work best for you. We all have inbuilt 'habits' for colours. For example, red can represent danger or perhaps even blood. So possibly not the best colour for a dentist to choose as a corporate colour. Running a fun-kids clothing company? Would brown work best for your corporate colour? Probably not. This doesn't mean you have to choose a predictable colour, but it will help you to avoid the pitfalls of a bad colour choice.

### Step 10

Your designer will help you with this step

That's it!

By now both you and your designer should have an idea of what you want!

So now you know...

## 10 STEPS TO A PERFECT LOGO or 'Does your logo work for you?'

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This is not meant to be an exhaustive list of everything you need to create a fantastic logo. It's designed to help you understand why designers ask so many bloody questions!

Is it because:

**A** Designers are usually stuck at their desk all day and relish any opportunity to talk?

**B** They LOVE what they do and they want you to LOVE the work they produce for you?

(B, It's B, Please pick B!)