

## **SEO TERM: “Logo Design Company”**

Whether you’re starting a brand new business and need to define your identity from scratch or whether you’re a tried-and-true company that is simply looking to re-invent your old and tired image, having a quality logo is the most important piece of your overall branding efforts – after all, you know what they say, the first impression is the one that sticks!

With such vast importance placed on the instant appeal and communicative nature of your business’ logo, you’ll want to make sure you choose a professional **logo design company** that can execute a design at the highest level and give your business that instant *wow factor* that it deserves.

A lot more goes into logo design than the actual execution of the design itself. Therefore, be sure to find a **logo design company** that understands the unspoken needs of their clients – a company that understands exactly how important it is to have a quality logo that looks good, as well as, a logo that communicates the integral culture of your business and the value that you will, in turn, provide your clients and/or customers.

Be aware, there are many options when it comes to finding a graphic designer for your logo – from the scatter-brained freelance designer down the hall in your building to your well-intentioned family member that knows his way around some dated software, it’s always tempting to settle for a cut-rate deal, however, with that, comes cut-rate design.

For the absolute finest finished product, at a highly competitive rate, go with a full-service **logo design company** with endless answers for all of your logo questions. Yes, be it simple or complex, classic or modern, straight-lined or rugged, be sure to find a definitive professional design solution that will create an eye-catching logo that your business can be proud of.

## SEO TERM: “Stationary Design”

Now that email, mobile phones and computers have all but replaced the need for pen and paper, the classic way of hand-written interaction is nearly a lost art. No longer are pen pals exchanging long-winded letters through the postal service and gone are the days of people taking the time to immortalize their human existence on their personalized stationary. No, if it can't be typed with shorthand abbreviations, it just didn't happen.

But does it have to be that way?

Truth be told, it doesn't. The fact of the matter is that pen and paper do still exist and people, regardless of their tech-savvy leanings, long for that personal element that comes with any hand-written letter. The key, of course, is to fully make it yours – to leave your mark.

Now, there are two ways to make a letter fully yours and to definitively stake your claim in existence. The first is in the handwriting. In the end, it's difficult to illustrate your individuality when it's masked by stock computer fonts – there is only so much you can do with caps, bold, italics and emoticons. Write with passion and, whenever possible, add your personal panache in the script itself.

Secondly, personalized stationary. Sure, you could write on a blank piece of white computer or loose-leaf paper but to truly make the words yours, pick a **stationary design** that reeks of your personal style. Choose a **stationary design** that fully illustrates your personal brand and leaves no mystery as to exactly who wrote the note.

Outside of the walls of social media, computers and mobile devices have taken away our individuality when it comes to written correspondence. Sadly, it's a dying form of communication and art, however, picking up a pen and paper and writing a hand-written letter, every so often, can surely resurrect the lost art.

## SEO TERM: “Corporate Logos”

Businesses of all sizes need to place great weight in their corporate identity – what they do, how they do it, what they stand for and how they portray these values within their branding. This not only will help to define the vision of the company internally but it also plays a large role in public perception and the ensuing relationship with their customers.

Luckily for small businesses, they tend to have an easier time with this process because of the fact that their systems aren't as stressed – they're allowed to grow at a comfortable pace and the demand for absolute perfection isn't necessarily an immediate mandate. With this freedom, they're allowed to give much more thought to their brand and allow it to grow organically.

Large businesses on the other hand, if they didn't think about this big-picture-detail in the earlier stages of their growth, then it can be a daunting feat to implement a fresh branding strategy, later in the game. Where to even begin?

Well, since it's likely too late for a large business to change its name, without too much of a hassle, the next best tactic for defining your corporate identity is to revisit your **corporate logos**.

It's a common occurrence. All too often a company starts with one **corporate logo** but eventually outgrows it over the years as they inevitably evolve and adjust to the landscape of their industry. What was once an applicable summary of the corporate identity is now dated.

In this instance, it can be extremely advantageous to undergo a redesign of your **corporate logo**. As long as you tie in a few elements from the old design, the reinvention of your brand can be a positive experience, showing your customers that you are lively and dynamic, as well as, maybe even attract a whole new wave of customers as a result.

## SEO TERM: “Logo Design”

At first glance, the craft of **logo design** is easy to classify as an *artistic process*, however, if you truly dive into the intention behind the process, it doesn't take long before you realize that the craft of **logo design** is more accurately a *science*.

Sure, we can acknowledge that it is a highly artistic process in that it needs to be aesthetically pleasing with its lines, colors, symmetry, balance and overall creativity. We can even admit that it takes a talented artist to properly execute a successful logo, however, preceding all of these individual artistic elements is a more complex process of thought that works hand-in-hand with the science of communication – visual communication that is.

Yes, for every artistic element of a logo that is appealing on the surface, there is a deeper, scientific action and reaction that takes place in the brain of the observer.

For example, regarding the use of colors within your design, subliminally speaking, every color communicates and elicits a specific emotion. While colors are typically deemed as an artistic element, when viewed within the context of your **logo design**, the viewer has a scientific reaction, as they will unintentionally develop an emotion toward your logo. What emotion do you want to create?

Further, the shape and general flow of your design can communicate a number of subliminal reactions, whether you want them or not. As an example, when all is said and done, harsh and jagged lines will communicate a sense of aggressiveness while softer, more organic forms can offer the tone of relaxation and calm.

There are certainly artistic qualities within any given **logo design**, however, as you can see, there are scientific processes that factor into each design decision. Sure, while an artist might execute the final color, shape and layout of your logo, the effectiveness of each piece hinges greatly on the science of visual communication.

## SEO TERM: “Custom Logo Design”

Businesses of each and every size should take great care and consideration when determining the face of their brand – the typeface, the letterhead and most importantly, the logo. Sure, large companies might be able to coast behind the clout of their heavyweight name but absolutely nothing sticks in the mind of the consumer more than a company’s logo.

While it might be tempting to save some money by pulling a logo from a generic batch of clipart or to even settle for a type-based logo that you’ve created in Word, there is truly no substitution for a fully custom logo.

Of course, when it comes to **custom logo design**, there are a wide range of options that will yield a wide range of results, however, if you want the highest quality custom logo that will stand the test of time and accurately represent your company, be sure to go with an established design firm, such as [thelogocompany.net](http://thelogocompany.net), -- they do **custom logo design** for individuals and businesses of all sizes ... and they never disappoint!

A strong logo has the ability to communicate everything about your company with just one look; therefore, before any designing begins, the designer’s process should start with getting to know you, your business and your company culture. From there, the designer should have the ability to read between the lines and construct a comprehensive creative strategy that puts them in the position to design with you in mind.

The result? A **custom logo design** that best represents you and your company. A custom logo that you’d be proud to boast on your website, business cards, store front and everywhere else.

One thing is for sure; there is no room in the world of business for a stock logo of any degree. No, when it comes to putting your best foot forward and sticking strongly in the minds of consumers, there is only room for fully custom logos.

## **SEO TERM: “Logo Design Services”**

Once you’ve given your business a strong name that you’re confident will resonate with your customer base, the mandatory next step in establishing your brand is to create an even stronger logo. In fact, the truth of the matter is that names are often forgotten; therefore, an unmistakable, instantly appealing and always identifiable logo can often carry more long-term weight than the company name itself.

Due to the massive importance placed upon the strength of your company logo, this is not something to be taken lightly. No, this is not something that should be handled by your casual freelance friend or your uncle that promises to save you money by creating a makeshift logo for you in Word – this is a cornerstone element of your business that will stand as a pillar in your overall brand strategy and should therefore be handled by a professional design team.

Of course, selecting the **logo design services** that are right for you can be tricky. As you will find, there are many freelancers and agencies out there that will claim that they are the solution and will offer you a rate you cannot resist, however, make sure to always do your research to best pair yourself with a designer that understands your business’ specific needs – a designer that will do everything within their power to see that these needs are met.

That said, when you’re in the market for **logo design services** that will creatively scheme, thoroughly develop and beautifully execute a highly professional design that will drive your brand for the ages, do not settle. Always look for an established set of designers that have an expansive set of tools to work with and designers that have the applied *know-how* that will yield the most impressive logo for setting your brand apart.

## SEO TERM: “Logo Company”

In the world of business, sitting at the top of the list of priorities for any successful company, the concept of *brand identity* sits just barely below the product or service itself. Yes, while the product may bring in the bacon, the brand identity is the cohesive force behind it all. It’s what causes a consumer to engage in the first place. It’s what causes a consumer to be a repeat customer, as opposed to hopping to a competitor. As good as the product or service may be, it’s what sells the product.

Similarly, just below the company name on the hierarchy of important branding elements, the logo sits neck-and-neck as a piece of the pie that requires great deliberation. It is not something to neither rush nor take lightly.

With that, when shopping around for a quality **logo company** to bring your logo to life, it is worth noting a few of the common pitfalls to watch for when hiring the designer(s) that will be ushering in your brand identity.

For starters, often times designers will lead you down a path that is most convenient for them – whether they’ve got a limited bag of design tricks that they’re trying to force you to work within or whether they’re squeezing you into a cramped freelance schedule that offers you little face time, be sure to pair with a **logo company** that has your best long-term interests in mind, not a freelancer that wants you in and out as quickly as possible so that they can pay their monthly bills.

In the end, it’s important to remember that the logo designers are working for you and that your needs need to be met. As mentioned above, the logo is the most important piece of your long-term branding efforts so, above all, be sure to get what you paid for.

## **SEO TERM: “Custom Logo Design”**

Businesses, across the board, literally live and die by the strength of their brand – does it properly match the company culture? Does it accurately communicate who they are? Does the logo add or detract from the overall appeal and accessibility of the company? Based on the logo alone, would you, the consumer, do business with them?

All of this subliminally crosses the mind of the consumer, whether they know it or not.

Yes, the name of the company is very important in the internal conversation within the consumer, however, because business names are a dime-a-dozen in the vast sea of commerce, really it's the logo that gives even the most mundane businesses the opportunity to stand out – the opportunity to be more attractive as a brand than they actually are.

Knowing this, any business that desires to give themselves an honest shot at success should take the utmost of care and consideration when developing and creating a logo. In fact, at no point should a thriving brand settle for recycled clipart imagery or forgettable text-based banners that were created from a stock font within Word.

No, under all circumstances a brand is strongest when it employs the power of a **custom logo design**. After all, it's life or death; make or break.

As tempting as it might be save a few bucks by taking the path of least resistance, it is imperative that a brand strives to stand out amongst the clutter – it is imperative that a brand goes the extra mile in exploring a **custom logo design**, thus, coming out on the other side with a high quality logo that is fully unique to their brand of business, their identity ... and theirs alone.



## **SEO TERM: “Custom Logo Services”**

There are a number of ways that a company can carve out their individuality in the big-wide-world of business, however, it can be argued that no single element is more important to defining a brand as the logo. Perhaps more important than the company name itself, a strong logo has the unique ability to resonate deeply within the consumer and linger, long after the company name has faded from memory.

Because consumers are inundated with an endless stream of new business names that are nearly impossible to remember, it's a wise tactic to employ the power of visual learning. By creating a unique logo that stands out, your brand has a better chance at eliciting a subconscious response and becoming more memorable as a result.

Of course, creating a logo that is unique to your brand doesn't mean you should draw from a pool of clipart or even design a type-heavy logo on your own in Word – no, to give your business the absolute best chance at cutting through the clutter, you should always consult the expertise of a few **custom logo services**.

It is highly important to recognize and understand that while you might be the expert in your particular field of business, you are not the expert when it comes to logo design – otherwise, that would be your trade. No, as much as it might hurt to swallow, this is a matter that should only be handled by professional **custom logo services** that have veteran experience in the ultra important game of branding. Absolutely no exceptions.

As hinted at above, a brand is only as strong as its logo, therefore, this is a necessary step in the branding process that should be taken very seriously and that should always be left to the professionals. It will always be worth it in the end.

## SEO TERM: “Logo Ideas”

For any company that’s looking to be taken seriously on the battlefields of business, a great deal of thought needs to go into the company name and the company logo – these two things are the prominent face of your business and, depending how they’re handled, they can be the determining factor of your success or your demise.

While you might just think that a logo is a neat little bonus to your company’s business card, it’s actually quite pivotal when it comes to the public perception of your brand. With that added pressure, there are a few things to consider when coming up with **logo ideas** for your business:

### Colors:

It may or may not go without saying but colors naturally spur an emotional reaction within consumers, therefore, you’ll want to choose a pallet that is most true to your company culture. What do your colors say about your brand?

### Shape:

Much like the use of colors, the different shapes used within your logo can subliminally communicate a number of things about your brand. Harsh geometric shapes might suggest a scientific leaning while more organic and flowing shapes can hint at a softer side.

### Layout & Future Application:

The beauty of a logo is that, initially, the possibilities are endless – you can literally do whatever you want. However, it’s important to consider the functionality of your design layout and how it will be used across various applications in the future. For example, wide spanning logos might look great on a letterhead but how will they print on a finite business card? Alternately, small, compact logos go extremely well with business cards but will they translate well onto a web page or storefront?

As you can see, when it comes to logos, there is more to the process than most would think. Therefore, when scheming **logo ideas**, it’s best to consider the factors above and how they play into best representing your brand.