How a Logo Can Represent Your Business Brand Personality and Identity

Your business has an image

It doesn't matter if you spent thousands of dollars on a logo and marketing materials or took ten minutes to slap a piece of clipart on a business card – your business still has an image.

A business' image consists of logo, slogan, color, fonts, etc. It's also part of how you brand your business. Image and brand building is important so that people think about your business when they need your products or services.

Put your logo to work

Probably the most memorable part of your image is your logo. Your logo represents your business and it helps sell your business. Logos have the power to:

- turn the name of your company into a visual (apple icon for Apple computers)

- tell what you sell (off-road silhouette for Jeep trucks)

- reinforce your company name and product (the Starbuck's Siren is now an internationally recognized symbol for coffee)

- express benefits of your products and services (see the arrow in the amazon.com logo whose arrow moves from a to z, meaning they sell everything from a to z)

- sticks in people's minds (think of the Nike swoosh)

- express the foundation of your brand (Sony Vaio Computer products logo represents the integration of analog and digital technology with the 'VA' representing an analogwave and the 'IO' representing a digital binary code)

The logo for Strategic Results Marketing uses a queen cheese piece to show both marketing strategy and a woman owned business. The style conveys a sense of fun without becoming comic.

This graphic exclamation point screams Michele PW on so many levels! It is fun, full of energy and colorful. This logo speaks to Michele PW's style and bold ideas. It translated perfectly into an oversize exclamation bookmark with promotional messaging on the back, as a handout.

Since your logo is linked so strongly to your image, take the time to do it well. Make sure your logo ties into the rest of your brand, such as your slogan, contact information, fonts, colors, message, etc. The better you do this, the faster people will think of your business when they need your products or services.

If you decide to have a graphic designer create a customized logo, make sure you take a look at our "Questionnaire for logo development" pdf. There are things to consider when designing a logo to make sure you end up with one that works for your business.

Once you've selected your logo, make sure you use it in a consistent manner because very few companies can get away with altering their logo on a regular basis like Google does. And it is expensive to have new versions of the logo made for every event, holiday, season, etc. Put your logo on everything you hand out to people, along with your complete contact information. This makes it easier for people to tie your logo to you. Get it in front of people as often as you can. The more people see your image, the more likely they'll remember you (most people need repeated exposure to act upon the information).

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This logo presents Marketing To Go!'s clients with the concept that they could go ala carte with the marketing and PR services that she offers. While it is fun there is still that sense of hard work and creativity conveyed in the logo.

Does your image need a makeover?

It may be time to take a hard look at what your image is saying about your business. Dig out your marketing materials (including letterhead and business cards) and examine them. Are you using different fonts? Different colors? Inconsistent styles? What about something deeper – for example, does your logo still represent what your business offers? Are your colors or fonts dated? Does the style still appeal to your target market?

Of all the questions to ask, this is probably the most important one: Are you happy with what your image is saying about your business? If not, then maybe it's time for a makeover.

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