



DESIGN EFFECTIVE LOGOS FOR YOUR ONLINE BUSINESS

Regardless of if you're an entrepreneur or large-scale corporation, creating a brand will go a long way. To help you expand your business and experience growth like never before, take a look at our comprehensive guide on everything you need to know about developing your image for the world.

01

What exactly is branding and why does it matter?

Before we truly dive into the details, it's essential to understand precisely what branding is and how it works.

Branding, as a whole, should be viewed as your company's identity. You're creating a way for customers to relate to you and easily pick you out from the crowd. It helps you position yourself apart from your competition and can elicit emotions in your target audience. You can develop your brand through names, designs, and specific images or messages, but first impressions always start with your logo. This is the piece of branding that can make or break a company.



Let's use Coca-Cola as an example. We've all come to know and love the traditional cursive script of the red and white can. It's been modified a little over the years and reversed for different flavors, but the basic premise is the same. In fact, their logo is so strong that if they used the same script to write something completely unrelated, chances are we'd still associate it with Coca-Cola. That's the goal of branding. To create something that elicits recognition as strong as simple cursive script or golden arches. It's consistency in coloring, imagery and ideals and it all starts with a logo.

If you're ready to take the plunge and find out how you can gain this kind of recognition, read on!

02 Why you can't afford to pass on a logo

It doesn't matter where you're at in the developmental progression of your company... you need a logo. It should be the absolute first thing that you focus your marketing efforts on and if you're currently putting it off, stop. Yes, it's a time-consuming process, but it's rewarding and will pay off almost immediately.

Your business develops alongside your logo, and if you've got an effective one then chances are you'll see development much faster. In today's world of marketing, images scream while words tend to blur together. No one has time to read blanket mission statements anymore and logos give people an out. The studies are blatantly obvious; people respond better to images. They're more attracting, engaging, and elicit a stronger memory recall. You can have the best brand message in the world, but if you don't accompany it with a strong logo then what's the point?

Creating a logo not only allows a visual connection with your customers, it unifies your entire brand. A logo connects your mission statement to your target audience and creates a way for you to consistently tie together your marketing campaign. It's a representation of who you are and what you offer. When you choose a logo that successfully represents your business, you'll be able to easily tie together all of your marketing materials. Gone are the days of wasted words and expensive ad-space. Simply get your logo out into the world and watch your company's recognition grow.



03 Is it time for you to rebrand?



There are a ton of businesses out there that have failing brands due to bad logos. Maybe it's not speaking to your target audience or worse, maybe it's sending the wrong message. Regardless of what's going on, if your marketing efforts are consistently falling short it's time to consider rebranding.

Underestimating the power of your logo can be a big downfall to your company. Don't let it affect your potential success. If you find yourself answering no to any of the following questions, it's time to call in the design professionals.

Is your logo portraying a good business image?

Your logo is one of the biggest identifiers for your business. If it's poorly designed, unprofessional or inappropriate, people will incorporate those traits with your business. Don't lose potential customers because your logo isn't doing its job.

Is your logo making an impact on people?

Not all logos leave a bad taste in your mouth. Some of them just don't do anything at all. Logos that are "meh" won't hurt your business, but they won't accomplish the job either. Make sure your logo effectively leaves a strong impact on people who see it.

Does your logo target the right audience?

Sometimes, a logo is perfectly designed and aesthetically pleasing, but draws in the wrong people. You know better than anyone who your target audience is and your logo should focus on getting their attention. If it doesn't directly speak to your customers, it isn't working.

Does your logo represent your business?

Sometimes, a logo is perfectly designed and aesthetically pleasing, but draws in the wrong people. You know better than anyone who your target audience is and your logo should focus on getting their attention. If it doesn't directly speak to your customers, it isn't working. Like we mentioned, an image speaks louder than words. Make sure to tell an accurate story of your business through your logo. Experienced professionals can take your mission statement or brand personality and mirror it in your logo through the strategic use of shapes, colors, images, and fonts. It's easy to give customers the wrong idea about your business through your logo. Don't let it happen to you!



04 Quality matters, never settle for a lousy logo

There's a significant difference between a logo created in-house on a free site and one that's developed by professionals. While we understand that overhead costs are a big consideration for businesses, logo design is an investment worth spending money on. Why, you ask? A powerful logo can bring more customers, profits, and recognition. When you hire a professional, you're able to add value to your company by gaining the following:

Originality

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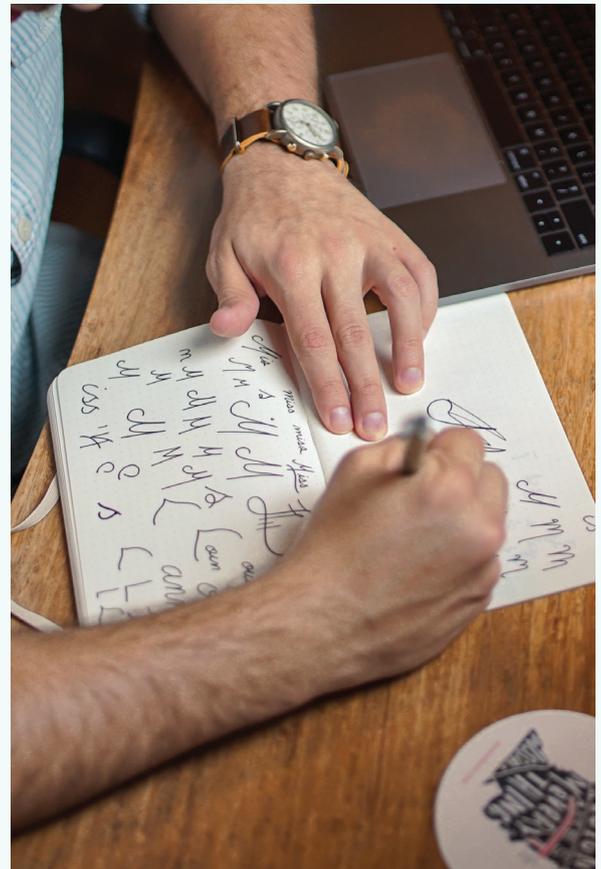
Professional Quality

One of the biggest red flags for customers is doing business with a company that has an amateur looking logo. Since your logo represents your business, you want it to be strong, professional, and well designed.

Marketing Expertise

Unless you have a full-fledged marketing team complete with graphic designers and advertising gurus, it's best to outsource your logo. When you hire a professional company, their team of experts can create a logo that will effectively target the audience that your business needs to thrive.

Specifically, market analysis is done alongside extensive research to create a logo that perfectly relates to the people who need your product or service. Believe us; it will be worth the money in the long run. If you want your logo done right the first time, hiring a logo design company is the way to go. You'll get a logo with top quality artistry from experienced professionals so you can hit the ground running.



05 What to expect from your logo designer

Hiring a professional company to design your logo will help you establish the brand you want and attract the audience you need. Still not convinced? Take a look at everything you can expect from your logo designer.

First of all, your designer will make sure that they capture your company's mission statement, culture, and vision while designing your logo. Once they've done the research and created something that reflects your company, they'll send over a variety of technical formats. Getting all of these means that you can use your logo across a multitude of platforms.

Coloring Options

Make sure that you receive both the CMYK and RGB color versions of your logo. Due to the differences in how mediums give off color, CMYK is best used with print and RGB with your online materials. It's also important to get the black and white formatted logo. While it won't be used as frequently, there are still some advertising spaces that don't print in color – especially if your target audience reads the newspaper.

File Formats

There are a lot of places that you'll be able to showcase your logo, so you'll want a multitude of different file formats to compliment each medium. Web pages, business cards, and letterheads can all take different file formats and you'll lose quality over bad conversions. Before choosing a company, make sure that they will send over .eps, .jpg, and .png file formats.



Mobile Icons

If you're thinking of developing a mobile app, or anything that will need an icon, tell your logo design company. That way they can send a readable icon image over along with your logo. If you try and do it yourself, chances are it won't be optimized for mobile browsers and will come out blurry and unappealing.

Favicon

Similar to the size of mobile icons, a Favicon is the tiny version of your logo that pops up near your web address at the top of the page in a browser. It's not necessary, but it definitely boosts credibility. Google has one, so you might as well get one too.



When it comes to building your brand, don't settle on mediocre. Take the time to work with a professional marketing company to develop a logo that works for you. Call the professionals at Roquepress today and see how we can transform your company's brand into the successful vision you've always dreamed of.

At Roquepress, clients come to us with a broad range of business problems and the solutions vary dramatically. What is constant is the importance we place on the upfront strategy, distribution and channel-neutral thinking to design and develop websites.

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