the pennant
a newsletter from portland badge

portland badge company
where being seen is an art form.

503.639.8459
cs@portlandbadge.com
www.portlandbadge.com

December 2010

7 Logo Tips

One of the most important marketing tools is an effective logo. It provides an easily recognizable identity for your business or organization. It not only communicates who you are but what you are. Therefore, every business or organization contemplating adopting a logo should know the criteria that make for an effective logo.

1. The first characteristic of an effective logo is that it has immediate impact. Your logo should catch the viewer's eye and hold the viewer's attention. Consider the logo of Apple Computers; the graphic apple with a stylized bite taken out of it has immediate product and corporate identification with consumers. An effective logo "grabs" attention.
2. In addition to impact, a good logo must be good to look at. An effective logo should have the look and feel of "art", if a logo is not appealing to the eye it will defeat its purpose - attracting attention and providing effective identification.
3. A good logo must also copy well. In any business or organization, the use of a logo becomes ubiquitous - it is ever-present on buildings, letterhead, signs, products, promotional items, etc. A good logo will be as effective on a business card as it is on a billboard - small scale and large scale uses. Will the logo still be recognizable printed on the barrel of a ballpoint pen?
4. This brings us to the next characteristic of an effective logo the logo must create or evoke a positive image. "Branding" is a common marketing principle based on product identification growing out of identifying a product with a positive image and a sense of goodwill.
5. Another characteristic of a good logo is that it accurately represents the organization or business. If a company or organization wants to project a serious, professional image, the logo must look professional. A humorous or whimsical logo would be counterproductive to projecting professionalism.
6. The best logos are the most memorable logos. The Apple Computer "Apple" logo and the McDonald's Hamburgers "golden arches" are great logos because they are memorable to the point of being iconic.
7. A logo identifies a business or organization so it would be counterproductive to change it because it did not wear well over time. Do you remember what we said about "branding" earlier in this article? Companies that have invested vast amounts of money, time, and effort to establish their "brand" do not change it frequently for a reason. Make sure your logo will be "timeless" for the same reason.

Source: http://Top7Business.com/?expert=Vukan-Karadzic

Good People To Do Business With...

RetirementConnection.com

RetirementConnection.com was founded by a marketing director, a graphic artist, a web master, a family care giver and a teacher. Their collaborative skills are a living example that the sum is greater than the individual parts, and their collective experience and passion has been concentrated within the senior industry for more than 20 years, recognizing that it is best to - "do what you love, and love what you do".

RetirementConnection.com provides a comprehensive community resource for boomers, older adults, individuals with disabilities, caregivers and service providers, to easily access information about retirement and aging. The company offers a gateway for professionals within the retirement industry to share and access information, announcements, networking and community events more effectively, as well as offering providers a unique and affordable venue to promote their services and products.

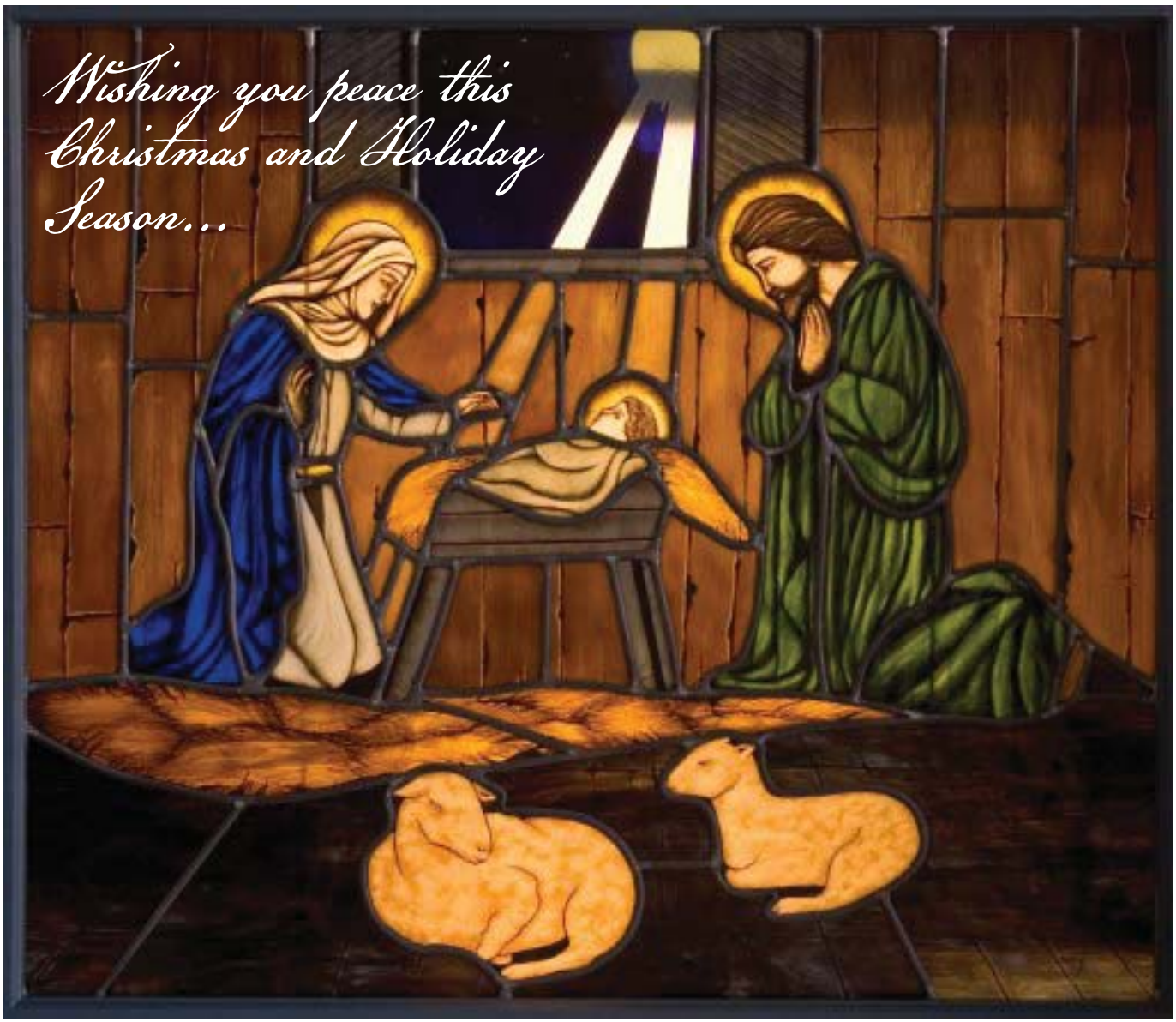
RetirementConnection.com
205 SE Spokane Street, Suite 375
Portland, OR 97202
503-505-5865
www.RetirementConnection.com
facebook : www.facebook.com/RetirementConnection

Wise Words

Age is an issue of mind over matter. If you don't mind, it doesn't matter.

Mark Twain

portland badge company
where being seen is an art form.

Portland Badge Co.
503.639.8459
cs@portlandbadge.com

The Pennant from Portland Badge Co. ©2010 All rights reserved.