A Perfect Logo Design
by Thomas Lorenz

What does your logo say about your company? Is it serious and professional or fun and whimsical? It really depends on the nature of your business and what message you want to portray to your potential client. The Visual Edge Signs and Design can help you "upgrade" your logo which can be seen everywhere you go and be put on T-shirts, business cards and your company vehicles. Your logo represents what you do and who you are as a business owner so why not make it great? Here are a few rules when collaborating with your team or a designer to come up with. The first rule, and one that many people overlook, is to make it simple. Some of the best logos are easily recognizable at a glance. Another thing to consider is to make the logo usable for all formats, letterhead, business cards, T-shirts and other promotional items. Logos with lots of complexity and gradients don't work very well in these instances. If your final logo looks good in black and white and from a long distance away then chances are it is simple enough and can be used for your company.

A logo needs to be as unique as possible. Before you sit down with your designer do a little market research. What are your competitors doing? It is always a good idea to set yourself apart from others in the industry and a good way to do this is making sure your logo and image differs from theirs. Look at your initial logo design as part of your advertising budget. If not enough time or resources are spent in differentiating your corporate or organizational image then you run the risk of being "lost in the crowd". Due diligence is required on your part to make sure that does not happen. While this process might sound daunting, the team at the Visual Edge Signs and Design can help you. We can either design your logo here in house or direct you to a superb world-wide service that will give you hundreds of choices with a direct line of communication to the artists. Whichever method you choose the final result will be perfect for your organization and your team. Rebranding and logo creation might seem difficult but we've worked with customers that went from concept to completion in as little as 24 hours. When we design logos in house we typically start with four to five renderings that differ from each other as much as possible rather than presenting a single piece. This allows you to pick and chose the elements you like from each design and possibly meld different elements from each rendering into the final logo. Our design services, while charged by the hour are typically very affordable even on the smallest advertising budget.

Bring us your sketches and ideas and we'll put your idea in motion. The best way to create a great logo is to put it on paper first with no assistance with graphical design software. It's too easy to get caught up in minor details such as font and colors too early in the design process. The main idea, the composition and the message should be the items of first concern.

If you follow these recommendations the end result will be a logo that you can be proud of. The ultimate goal is more revenue and a great logo will deliver exactly that.