Title:
Your Image is Important

Word Count:
505

Summary:
A good logo must represent the business image appealingly and effectively. It must likewise be practical and functional as complicated logos often leave customers confused and wondering what is actually being sold or presented.

Keywords:
graphic design, color, logo

Article Body:
Say you are about to launch a new product. You spent months or even years developing the product and studying your target market. And after what seemed like eternity you are finally ready to introduce your creation to the market. The big day arrived; you opened up early and are ready to flaunt your biggest smile to everyone who comes in. By mid-day you noticed that even though many people come in to check out your product only few actually buy it. Now this gave you something to think seriously. What could possibly be wrong with your product? Perhaps there is nothing wrong with your product but there can be something terribly wrong with your marketing strategy.

When people are looking for products or services to avail they usually go for ones that they are familiar with or have long used. This way they can be sure that they are getting the most of their money. So for a business owner like you who is just starting up in the business industry, it is important to make a good first impression. Sure, you can do this by offering discounts and other special offers. You can even put a large banner in front of your store announcing your special opening sale. But when are not able to offer the right image you may as well consider hiding in your den and reflect on what you need to improve in your marketing strategy.

But then again you may be doing the right strategy and using the right advertising trick. But have you looked at your logo? That's exactly what I'm thinking. You could have overlooked the most important part of your product – your logo design. Logos often tantamount to a company's image, hence, whether it is hip, chic, interesting or boring it is essential to create a logo that gives the right impact to the customers. It doesn't really matter if you, your friends

or employees like or does not like the logo. What is important is the impression that it gives to your customers.

A good logo must represent the business image appealingly and effectively. It must likewise be practical and functional as complicated logos often leave customers confused and wondering what is actually being sold or presented. Keep in mind that less is always more. Hence, a simple logo design will most likely seal the deal and help you grab more customers. Certainly a colorful and over-designed logo will catch more attention but no company achieves success based solely on their logo. So a simple flexible logo is more likely to entice prospects to actually buy your products and avail of your services.

A combination of art, science and psychology often creates a good logo. A designer should know this, so if you do not know how to design your logo you can ask their help. Remember that a poor logo can ruin your image but a good one can instantly create name recognition and can boost company sales and services.