

It is time that you start your logo creation process

Your logo is pretty much the face of your business. It is what people see first when they come in contact with your business. Let's compare your logo to your Facebook profile picture. We make sure that our profile picture looks good because that's our first point of contact with the online world. Same way with our logo, your customer gets to judge your business by the look of your logo.

Take a look at this logo and write down the first thoughts that come to your mind about this business.





Wanna hear my thoughts on those two logos?

The first one is too crowded, confusing, messy. I am not able to read the name of the business. Too many things going on in one logo. Just looking at that logo, makes me feel dizzy. I hope it's not one of your logos...lol

The second logo is clean, sample, elegant, and easy to remember.

I am pretty sure that after this exercise you can differentiate a good logo from a bad one. I create this logo branding guide to help you with your logo creation. The logo branding guide will help your designer to learn more about you and your business and reduce the chance for him/her to create a logo that you don't like.

Tips for designing a great logo

1. Keep it pretty simple
2. Less is more
3. Let it be something that can grow with your business
4. Ask your designer for the vector file.

*** What is a vector file?

A vector file allows you to reopen the file and edit as you please. It also allows you to change the size of the file (your logo) without losing the image quality.

Where can get a logo?

You can easily find a designer to create your logo for you, you can go on www.fiverr.com to find a designer that can create your logo. Fiverr is a marketplace of freelancers where you get to choose a designer to create your logo or you can use a designer that you know to do this for you.

Assignment, Resources, and Recommendations:

- ◇ Complete the logo branding guide below and find a designer to design your logo.
- ◇ Once you have completed the logo branding guide, hand it over to your designer so they can bring your vision to life.

***See next page for your logo branding guide.

LOGO BRANDING GUIDE

Company Name:

Tagline:

Mission Statement:

Name and text you want to incorporate in your logo:

Brand color:

Description of your business and its target audience:

Description and pictures of LOGO STYLES you Like :

COMPETITION LOGOS:

Industry: Home Care