

LET'S TALK ABOUT: *your logo*

Your logo is the visual representation of your company in its' simplest form. It is the foundation for your complete visual identity.

Ask yourself these questions when designing a new logo or analyzing your current logo:
(Give yourself 1 point for every YES and 0 points for every NO)



SIMPLICITY:

Is your logo simple, easy to read and quick to communicate?



ENGAGING:

Does your logo engage your ideal customer and give personal equity?



MEMORABLE:

Is your logo something your ideal customer can easily recall?



EQUITY:

Does your logo hold value through the recognition you've built?



RELEVANT:

Does your logo make a statement about your product or service?



TIMELESSNESS:

Will your logo be relevant if you add products or services? Or in 10-15 years?



UNIQUE:

Is your logo distinguishable from your competitors or other companies?



VERSATILITY:

Can your logo be applied in different ways? ie. business cards, websites, social media



EFFECTIVE WITHOUT COLOR:

Can your logo be used in black & white? Does it still hold up?



CONSISTENT:

Can use your logo consistently among all marketing materials without changing it?

So, how did you do?

If you scored a 9 or 10: Congratulations! You're well on your way to making your "mark!"

If you scored 5 - 8: Your logo could definitely use some tweaking.

If you scored 4 or below: It might be time to have a logo overhaul.

Luckily, I can help you create a perfect logo or help you modify your existing logo so that you can start building a stronger brand. We can create a unique, relevant, and engaging logo that will help you stand out among others. Or I can help tweak your existing logo so that it utilizes the equity you've built while in business.

Visit <http://lorimurraydesign.com/client-survey-logo.html> to get started OR download my FREE Ultimate Checklist for Building a Strong Brand to see other ways to work on looking like the expert and building your brand! <http://lorimurraydesign.com/>

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