

Why Do I Need A Custom Logo Designed?

Making a good first impression is key in gaining prospective clients. Chances are, you won't get the opportunity to sit down with them over a cup of coffee and convince them that your company is the best fit for their needs, especially if your business is mainly online. Referrals are great. A website is great. But more importantly, you need to capture the client's attention through a logo design that truly represents your business in a memorable and professional way. A well-designed logo is your way of having that cup of coffee with the client and gaining their trust and respect.

- What does your company "Look" like? "Feel" like?
- What is the personality of your company?

You want your customers to know right away what your company stands for and how they'll benefit from your services. All this is accomplished through a well-designed custom logo. Your logo should take those specific business personality traits and convey them visually in a way that the client will understand.

Logo Creates Identity and Branding

If you are a start up business, you really need to have a solid logo to create awareness that you have plunged into the market. Launching new products in that case would be backed up by an image which is your identity and which makes your business and your products or services stand out positively. Of course, quality of your products or services holds prime importance, but your logo plays a vital role in giving those products or services instant recognition and credibility among your target market.



Your prospects don't need to know right away that your company consists only of you, or that you just started up two months ago, what they really want to know is, "Can you get the job done?" If you really can get the job done, then make sure they feel confident with your company at first glance. It can be love at first sight with the right logo. A well-designed logo that relates your company's personality and professionalism will establish rapport between you and your prospects, and will in turn boost business.

A custom designed logo, has the ability to convert itself into a powerful brand which is recognized by all. Think about the popular companies like Nike, Coca Cola, and McDonalds.

They each have logos that are recognized worldwide. We know Nike by the swoosh. We know CocaCola by the unmistakable red. We know McDonalds by the arches. And the list goes on.

Through a custom logo design, you can be the business that others will remember – the one that stands out against your competition. So, if you do not have a properly designed logo, you may be missing the chance to be truly identified.

A logo also represents your business on company letterhead, website, brochures, ad campaigns, business cards, emails and more. So, if you do not have a logo or you are not pleased with your current logo design, we can help! We can take your ideas – your vision – your brand, and create an individual identity that is all your own through one simple graphic logo.