



Logo & Brand Identity
More than just the name of your business

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Getting remembered - Your tagline, your message, your "elevator speech" and visuals

Your "messaging" and description of what you do best

Make sure you have it defined in a clear concise manner - make your first impression count!

Your Logo and Visual Message

Start with a quality Logo, no matter how simple or complex, your logo should:

- Visually communicate your name and purpose at a glance.
- Maintain branding integrity no matter what size it is presented. Your logo should present well whether it is as small as monogram on a shirt or as large as billboard.
- Reproduce well in full color, black and white, one color and reverse.
Be adaptable to square and horizontal presentations. Whether your core logo is horizontal, vertical or square it should be able to always make the most of visual space available.
- Be created as vector art and available in multiple file formats to ensure quality reproduction in any situation.
- Have color definitions in Pantone, RGB, CMYK and web color id to ensure consistent reproduction quality.
- Definition of typeface (s) used as a component and what typefaces complement and closely match that typeface.

Identity Definition - More than just your logo

Your Identity Definition should include:

- logo definition including color, typeface and shape presentation.
Business cards, letterhead and stationery, mastheads for website and newsletter banners, email signatures, and social media integration. This is a critical piece that is most often skipped or not thought out. Your brand identity and logo should present itself consistently in all of these forms.
- Take the time to establish your Identity Definition and then be consistent.