

Tips for Planning Your Business Logo

Here are some things to consider when planning your business image:

1. **What does a logo represent?** Your business logo reflects a commercial brand through the use of shape, fonts, color, and / or images. It should inspire trust and recognition, as well as reflect your businesses personality.
2. **Logos don't need to say what you do.** For instance a restaurant logo does not need to have a food item. Some of the most notable logos do not have icons showing what they sell: McDonald's does not have a hamburger, IBM does not have a computer, Mercedes does not have a car and so on. The logo sells an image not a product.
3. **Keep it simple.** You will want to use your logo on many items, big and small, simple logos are much more versatile. Again, it's your image you're selling not a product.
4. **Have fun!** Designing your logo should be a fun and exciting process. After all, you're starting your own business, or refreshing your look!

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