

A man in a dark suit jacket and white dress shirt is pulling open the shirt with both hands. Underneath, a bright blue t-shirt is visible. The text is overlaid on the blue t-shirt.

DOES YOUR LOGO NEED A  
**MAKEOVER?**

A WHITE PAPER

# Does Your Logo Need a Makeover?



Origo.ca

# Table of Contents

- 1.) Mirror, Mirror.
- 2.) Name That Logo.
- 3.) Color, Color Everywhere!
- 4.) Say It With Style.
- 5.) Start a Conversation.
- 6.) Have a Working Relationship With Your Printer.
- 7.) Forming Unity.
- 8.) The Complete Package.

## Mirror, Mirror.

Take a long, hard look at your logo. You've seen it so many times you probably don't even notice it anymore. But it's the first thing people see when they consider doing business with you.

If they know nothing about your company, will your logo entice them to want to know more? Or will it send them packing... thinking you're out of style, out of date, out of touch with today's business world, and not relevant to their needs?

If your logo is looking a little too 1980s, or even 1990s or early 2000s, it's probably time to get a logo makeover.

## Name That Logo.

We all remember the old Coca-Cola and Pepsi cans, and we know they still carry name recognition today, even with updated logos. Even when retro makes a swing back to the present, it does so with style and an updated feel. In fact, these companies' old logos don't totally disappear. Instead, they re-emerge fresher and more in line with today's consumers.

Knowing a talented graphic designer is the key to making this happen. Talk to your graphic designer, so they know what direction you're taking your business. Whether you're offering new products or services, or are going in a more high-tech direction, this can be helpful when re-designing the logo.

Knowing a talented printer is important, too! We can ensure your logo complements your paper and ink choices so the whole marketing kit will be professional.

## Color, Color Everywhere!

Now that you're on your way to a new, exciting logo, you'll need to think about colors. If your business has been around for a while, what colors are usually associated with your company? If there is a widely recognized color, try to keep it in the mix somewhere. If you choose not to have it as the dominant color, at least have it in there as a secondary color.

A talented graphic designer knows how to make this work, so you don't lose the brand identity you've worked hard to achieve, yet will still have a fresh, new look.

Think again of Coca-Cola and how its white logo on a red can is always recognized. Whether the font is swirly and romantic, or bold and boxy, people know it's Coca-Cola. And on the black cans, with reverse white type, it's still easily recognized. Why? Because the logo carries a common look, even while it has been updated. Only a great graphic designer can do this for you. So, it's a wise investment to create a new logo for your materials. And although Coke might stray from its red and white roots sometimes, they always leave a little red on the can to keep it in the forefront of your mind.

## Say It With Style.

While you might not analyze every piece of paper that comes across your desk, your brochure or business card will often be the first impression people have of your business. Be sure to invest in the right papers that will bring out the gorgeous colors and new logo you've created.

A professional can help you pick appropriate papers for each piece in your marketing kit to ensure your logo pops. There's actually more to it than just picking paper that is the most economical. You'll want to make sure the paper doesn't smear when printed on or get stuck in your printer if it's letterhead.

## Start a Conversation.

In order to start a conversation, someone has to speak the first word. And your logo is just that: the first word about who you are as a business. When others are looking for what you offer, they WILL size up the competition by looking at your marketing materials in comparison to the others.

Make sure your logo says what it's supposed to say about your company. Make sure your logo maintains its history and yet incorporates what the future holds. Don't completely do away with tradition, but make sure your logo doesn't look outdated either. This is critical to your future success. People will be more interested in doing business with you if your logo appeals to them.



## Have a Working Relationship With Your Printer.

Your printer is there to be a partner in your business. We want to see you succeed, and we do that by helping you get noticed. The best way to get noticed is to stand out from the competition. And we can help you do that when your brochures, rack cards, flyers, business cards, and other materials look their best, starting with your signature: your logo.

Tell us what you want the public to feel about your business and what you want your logo to say. Our graphic designers can help make that happen. If you want to start fresh with a completely new look, we know how to do that while still maintaining the recognizable elements of your original logo.

## Forming Unity.

Even if you have an eclectic style and taste in graphic design, you'll need to choose a look. Your marketing kit needs to be cohesive and professional. You cannot use a totally different font, ink color, and paper for each piece in the kit, and your logo will help pull it all together. If you build your marketing kit around your new logo, you'll have a successful and powerful tool in your hand when approaching customers.

No matter what type of business you run (even a daycare, where a rainbow of colors are fun and exciting), you need to present an organized look at what you offer. Our graphic designers can help you make a fun, organized, professional package.

## The Complete Package.

With your new logo ready to go, you can now show the world what you offer and be proud of approaching people. Your colors will attract the kind of customers who will use your products or services. And your professional image will let them know they can trust you to do the best job possible. All it will take is one look at your logo, and prospects will see that you're on the cutting edge and are ready to help them succeed today and in the future.

And to think, it all started with a logo.

But stay on top of it. As time changes, so will the need to update your logo. Remember, it won't be 2014 forever.