Article Side

7 Tips while choosing a logo designer by Myprintwall

Article published on June 5th 2012 | Advertising

Logo markets your brand. It builds up your brand. Itâ€™s an identity of what your business is, so one should be very careful before choosing a logo designer.

In a world of high competition, it is very difficult to judge which designer is better!

Have a tight budget but still need a good designer?

What qualifications to look for?

How can I evaluate that their portfolio quality is good?

Is that what you wanted to know?

Then yes you are at the right place!

There are a lot of companies which do logo designing...Some of them do well, others not so well! It all comes down to what the people owning the company knows about designing. So it is better to know what they know about designing first.

Itâ€™s not that difficult though...But surely not easy!

These 7 Guidelines can help you choose a good and experienced logo designer...

â€¢ HOW DO THEY COMMUNICATE TO YOU?

Is he answering all your questions? Is he giving a proper response to all your queries? Was the phone conversation or first meeting impressive enough? Are you comfortable in expressing your ideas to them?

It is very important that these questions have 1 answer â€œyesâ€•!

â€¢ CHECK THEIR WEBSITE!

It is a very good way to judge their work.

â€¢ HAVE A LOOK AT THEIR PORTFOLIO

Yes it is difficult to judge whether the designs are good, especially if you are a non-graphic designer! You donâ€™t have to be a graphic designer to know what pleases you! You can judge what would impress you if you see those designs look at the first sight.

If their designs impress you as a viewer, if the colors attract your attention then they do have a good portfolio. Whatâ€™s more important in a portfolio, 100 mediocre logo designs or 5 to 6 excellent ones?

Obviously the excellent ones right!

â€¢ CLIENT TESTIMONIALS

If you know what their clients are saying about the company you will get a better idea about them. Who would tell you better about their work than their clients? Trust them through their own clients.

â€¢ QUESTIONS THEY ASK WHILE MAKING THE DESIGNS

One cannot make a logo design without knowing anything about the brand. He must have the basic knowledge regarding what your business is about. It is an excellent way to judge whether your designer is professional or no.

â€¢ LOGO DESIGN PROCESS

Do they keep you updated during the process of designing? If you are paying your hard earned money on it then you should obviously know what you are actually paying for. My estimated timeframe for logo designing would be 5 working days. Creativity takes time...you cannot expect them to make the design and give you in 1 hour!

â€¢ COST

Obviously you need to be cost efficient. But logo designing cost also depends on the type of design they have made. A more experienced designer will probably be expensive but will be able to get you where you need to be right away with less hassle & expense in the long run.

I conclude by saying that if your logo designer has any 5 of the above qualities then they are good enough. If they have all the above qualities then wohoo!! You found one of the best designers..!!

Article Source:
http://www.articleside.com/advertising-articles/7-tips-while-choosing-a-logo-designer.htm - Article Side

Myprintwall - About Author:
Visit myprintwall.com and experience a wide range of collection. Myprintwall.com is a designing and Printing Portal based in Mumbai, india. Print Quick, Print Smart, Print online with MyPrintWall.com. We at myprintwall believe in quality and quantity both. You can experience our hassle free printing service sitting on your chair. Business cards, Letter heads, Fliers, Brouchers... designing and printing both affordable price. All you have to do is log on to myprintwall.com and place an order online. Visit http://www.myprintwall.com now!!
Like our facebook page: http://www.facebook.com/letsprintonline

Article Keywords:
Business Cards, Visiting cards in mumbai, Online Printing Services, Brochures printing in india,Business Cards Printing, Printing Visiting Cards , Business Card Printing, Business Card Printing In Dubai, Printing Business Cards, Business Cards, Creative B

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!