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Is Your Business Ready for a Logo? by Lea Woodard

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A business starts with a dream, but sometimes it's eventual reality is a little (or a lot!) different than what it was originally intended to be. As you get a few clients and learn from your mistakes, you may end up changing your services to better suit what your clientele needs. You may end up discovering a new way of doing things or switching gears altogether.

With so much uncertainty in the air, it's hard to find out when your business is really ready for its logo. Wouldn't it be a waste to spend money on a quality logo design only to find that it ends up not suiting your business, when you make changes to your offerings?

That being said, starting out with a logo and professional marketing materials is definitely a great way to get your brand going and get noticed. But branding is serious businesses, and should only get on the ground when a business truly knows its direction and identity. So how can you tell when you're ready for a logo?

First off, you need to be sure that you have a strong business plan in mind. Do you know where you want your business to be in five years? Make sure that your business plan is written out for you to consult. How committed are you to sticking with the plan? If you're still at the flexible plan, it might be best to wait to invest in logo design and other marketing materials. If you end up changing your mind about something later, it might mess up the consistency of the brand that you paid to develop. Bottom line: A solid business plan will yield a solid logo.

Next, consider if not having a logo design immediately will hurt your sales. If you're still in the process of formulating your business plan, then temporary marketing materials may be the way to go. On the other hand, if you have a solid plan and eager customers, then starting your branding process would be in your best interest. You wouldn't want to deter those customers from continuing business with you by having an inconsistent or poorly designed logo and marketing materials. It's important that your business is stable before you start the branding process. Rushing into branding (while easy to do) will cause hiccups down the road.

If you were able to go through the above questions with definitive answers in mind, your business just might be ready for a logo design. If you're still unsure on what you want from your business -- then it's important to hold off on branding until you can clearly see it's personality, potential customers, and services.

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Michelle Schaad, owner of Graphic Design Needs, has over 15 years of experience in small business branding. Let our a West Palm Beach Logo Design and a West Palm Beach Graphic Design services propel your business forward.

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