

Dress for Success

She's going to be there, in the room...along with about fifty guys trying to get her attention. Every one wants a date with her, to impress her and get chosen above all the rest.



Edward gets his hair cut at Aunt Sally's—she took a community college class on cutting hair and this will save him a few bucks. Ed purchases a sports jacket and clip-on tie from Walmart, along with some slacks that will fit if he wears a belt—can't beat the price and the slacks are only a few shades different than the jacket and about an inch too short. Vinyl shoes are just as good as leather, right? Ed's conversation plan is to talk about himself all evening.

Ted goes to a stylist who knows her business, designing the perfect cut and style to fit Ted's facial features and personality. Ted splurges a little to buy a quality suit tailored to his build, but he knows he will be able to use it for years to come. Knowing women notice them, he gets a contemporary pair of quality shoes. Tonight, he is going to listen to her and ask her questions about herself, letting his appearance and his actions speak louder than words.



Let's face it, when dating, a cheap wardrobe and generous helping of Aqua Velva just won't get the right kind of attention. So it is with branding. You get what you put into it. Your logo, name and tagline make your first impression on other businesses and potential clients. Buy a logo online and you may as well be wearing a cheap suit and clip-on tie. One size does not fit all. A poor business name and tagline are at best forgettable, at worst they are repellant.

When it comes to your logo (and company name and tagline) quality and customization should not be compromised. Dress up your identity for success. Scrimp in other areas, but don't scrimp on your brand identity. Take it from the gal that all the guys wanted to date: better Ted than Ed. ●

“Why should your logo cost more than your lunch?”

A logo is the very first impression people get of your company.

Before a potential client even walks through your door, your logo is a representation of you. It can make a company appear large, small (whether it really is or not) fun, serious, professional...

A logo needs longevity.

Once a logo is designed, it will represent your company for many years.

A logo needs to be original.

A logo should be designed specifically for your company. A cheap “generic logo” may not reflect your company's values. A cheap logo may also use clip art which could end up being used by another firm.

A logo should look professional.

You wouldn't take a potential new client to McDonalds for lunch; in effect this is what is being done with a cheap logo. A logo should give your company a professional image, appropriate to its needs.

A logo should reflect the time and thought that has gone in to designing it.

One of the problems here is that people don't always realize the amount work that goes into a professionally designed logo:

- The research—Even if the budget is quite small I would expect at the very least to find out who the company's main competitors are and how they present themselves.
- The brainstorming of ideas
- The rough sketches
- The 4 or 5 logo options worked up on the computer
- The amends, tweaking and further amends

A logo is the starting point of your whole corporate image.

The colors, typography and style of a logo will often dictate the corporate look of the rest of a company's literature.

Source: www.graphicdesignblog.co.uk