



LOGOS & BRANDING MAIN STREET IOWA TECHNOTES

Branding is the use of logos, ads, letterhead, business cards, websites, and any other form of visual communication to express the attitudes, values, and services a company provides.

Branding is an extremely important tool for any type of business or organization. It is an integral part of developing and expanding a company's message to its clientele. A branding identity should be able to communicate a company's individuality and values within seconds.

To begin the process of reviewing or creating a new branding identity, one must first assess the current state of the business (needs, issues, unique aspects) and compare with the objectives and goals of the business. It is also important to compare the business with competitors and evaluate what makes your company unique and specialized.

This information should provide a basis for the branding identity. From here, a logo and other forms of visual communication can be developed. The attitude and values of the company should be considered when choosing color, type, and graphics created for the branding identity.

An essential part of a branding system is the logo. The word "logo" is short for "logotype," referring to a company signature or mark. It is a name, symbol, or trademark designed for easy and definitive recognition. A logotype refers to a

broad group of designs commonly used as corporate signatures including symbols, glyphs, logos, marks, icons, etc.

Logos are not just neat little graphics however. They are the symbols and words that represent the essence of a company or organization in a memorable way. They are like a silent sales representative, conveying the message of the company visually.

Logos can be created many ways. Some use a symbolic mark to convey their message literally and figuratively. Others may use type as a mark. However the logo is created, it should show the personality and identity of the company.

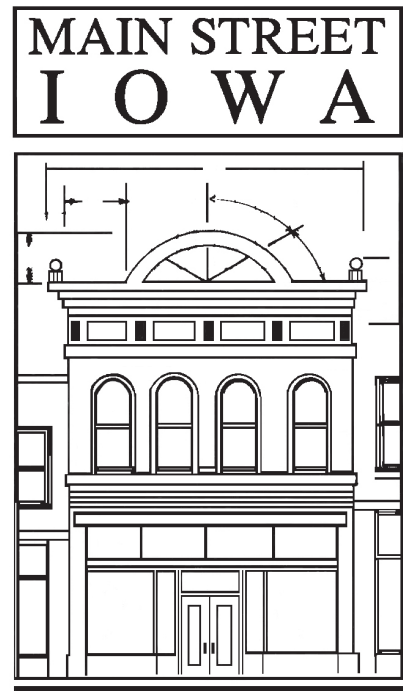
Logos will provide a basis for the other forms of visual communication. The color scheme, type, and other elements of the logo should be used in repetition throughout the collateral material. The letterhead, business cards, ads, website, etc. should have the same general "feel" of the logo.

A good branding identity will have a positive effect on customers. They will make a mental or emotional association with the images, wording, colors, etc. With every exposure to the brand, customers will pick up on benefits and features of the company's products and/or services and can affect their loyalty. If they can identify with the brand and have good experience with the products and services, customers are likely to

be dedicated to the company.

It is also important to have consistent branding across all aspects of business. Not only will customers react to the graphic representation of a business, but the appearance of the store and employees as well as the service they receive can have an effect on the customer's loyalty.

Branding and logos are distinctive ways to develop and improve businesses and organizations. By developing a logo and branding system based on the individuality, values, and services of the company, customers are more likely to connect with the business.



For more information:

Design Consultant, Main Street Iowa
Iowa Dept of Economic Development
200 East Grand, Des Moines, IA 50309
515-242-4762
515-242-4792