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Branding and why you need a logo

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In today's marketplace it is becoming ever more important that your business is recognised. Whether you're a service industry or a one man band you need to stand out from all your competitors, depending on what you do, the market could be saturated with like minded companies or individuals offering a similar or same service. The way to do this is to have an identity that communicates with the outside world what you do in a visual way.

Corporate identity can project one or all of the following things:

What you do
What you are
How you do it

As you can see all around you, corporate identity plays an important role, from all printed material i.e. stationery, brochures etc, through to advertising, whether it be a local ad, TV or a specific event like exhibitions or product launches.

To get your message across in an identity you need to focus on how you what to say it. This can be done in a variety of ways. Colour plays an important visual reference, for example if you choose green it can represent, environment, recycling etc., blue for anything aquatic etc., of course these are very basic examples but something to bear in mind. Typeface is another i.e. sans serif (Arial) could be perceived as strong or modern, Serif (Times) for traditional or elegance, the list goes on. Shapes can also convey a message in the way they are used.

Other considerations are what the logo is going to be used on i.e. stationery, world wide web, specific products, signage, these can all influence the overall design, as it would not be wise to have an intricate logo that needs to be reproduced small and so fills in on itself and becomes indistinct or a complicated logo so it takes the viewer a long time to decipher. The clearer the better.

Some brands or identities are known throughout the world (Apple, Ford, Dyson) this is because of constant advertising and familiarity with the brand, of course, this costs money but shows what can be achieved.

e-Moonlighting has a wealth of experience in logo design, so if you need a new logo or just re-branding to stand out from the crowd email us with your requirements, make a mistake now and it could cost you in the long run.

Email your logo requirements to enquiries@e-Moonlighting.co.uk