



WHITE PAPER

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Five Biggest Logo Design Mistakes

The Most Common Logo Design Mistakes We See in the 300,000 Branded Orders We Print Each Year!

Five Most Common Logo Design Mistakes

You Can Avoid These Common Mistakes and Build a Much Better Brand that Helps to Make Your Business Look More Professional

Each Year NEBS prints over 300,000 branded orders for customers across Canada. Every day we see these common mistakes that customers use which cause their businesses to look small, unprofessional and will ultimately cost them sales and profit.

“Branding is not just for big folks with big budgets. And modest size is actually a BIG ADVANTGE in becoming a local-regional-niche “star brand.”

- Tom Peters

1) DESIGNED BY AN AMATEUR

- Logo design is no place for rookies, amateurs, relatives or bored marketing staff. You must have a professional who is trained and experienced at working with businesses on designing the perfect logo to fit the business position.
- If you are willing to spend \$500 on a cell phone that your customer will never see but not the same amount on a logo that will represent YOU to the customer then you are dramatically lowering your chance to succeed.

2) USING CLIP ART OR STYLIZED TYPE AS A LOGO

- In 2006 everyone can recognize clip-art so just don't try to use it as a logo. Stylized type might look good to you but it's highly unlikely your customers or clients will notice that it is your logo or remember it from one contact to another.

3) TOO MANY TYPESTYLES OR FONTS IN ONE LOGO

- Another problem usually caused by trying to design your own logo. We have seen logos at NEBS that we could not read because of inappropriate typestyle choices – could you imagine what a prospective client would think?

4) INCLUDING INAPPROPRIATE WORDING

- Your logo needs to get across a single point or message. We highly recommend not including the wrong things in your logo:
 - Ltd, Inc. LLC (clients don't care)
 - Long strings of words
 - Mission statements
 - Potentially offensive (yes we see it all the time)

5) DESIGNED FOR ONLY ONE MEDIA

- Most business owners would not even realize that a logo designed by them or an amateur is highly unlikely to work in all of today's media. Professionally designed logos will work on-line (web), in print advertising, yellow pages, full colour marketing pieces, emails, etc.
- Most small business web sites are poorly designed and the logo does not appear clear on the site because it was not designed, saved or converted into a format that would make it look great on-line.
- NEBS Design Team always designs logos that will work in 1 and 2 colour as well as full colour and then provides all the file formats needed to work in all the various media.

Professional Design Help Is Imperative When It Comes To Your Brand

You wouldn't let your lawyer brother-in-law fix your new BMW and so you shouldn't let him or any other amateur design the single most important image of your business – Your Brand!

This is well worth the small cost to have it done properly. In fact, at NEBS, if you spend \$250 or more on printing, we will have Canada's Biggest Design Team develop a FREE Logo just for you that we Guarantee you will love!