

Self-service Logos

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When I speak with people about Online Marketing and Web Design one of the first things I ask about is their brand identity and logo - their Business Image.

Your brand and logo are an essential part of your customer relationships. They help your customers remember who you are, what you stand for and differentiate you from your competitors.

Recently I was working with a business Consultant and he didn't have a logo saying, "I can't justify spending over \$2,000 for a logo - besides the designer said it would take five weeks and I can't wait that long."

My response "You don't need to spend that much time or money if you're prepared to be a little creative yourself."

Use your Own Creative Genius to Save Money

Online do-it-yourself/self-service logo services give you a quick, inexpensive way of creating your own logo. Within minutes you get a professional looking logo simply by following a step-by-step design process.

You don't need to spend that much time or money if you're prepared to be a little creative yourself.

Choose a picture, put it together with your business name, then style and colour them any way you want - you have total control and most services provide lots of inspiration. All for under \$100.

The drawback is what's called "creative confusion". A kind of confusion, or frustration, that comes from having too many options and not being able to decide if you like the result.

We've found the three easiest to use self-service logo Websites for you.

1.

LogoMaid - <http://www.logomaid.com/>

2.

InstaLogo – <http://instalogo.com/>

3.

LogoYes – <http://www.logoyes.com>

Fast, Fixed Price Designer Created Logos

A more expensive option that may still be within your budget and avoids the ‘creative confusion’ problem is to purchase a logo design package.

For under \$500 you have a design studio create a small (usually three) selection of logo designs based on information you give them about your business and colours you like. You then select the one you want and you have your very own logo.

A small word of caution before buying a logo design package. Look through the studio’s design gallery and make sure you like the style of logos they create otherwise you could be disappointed with the outcome.

Here are three logo design package providers that have excellent online reputations for creating meaningful logos.

- Aussie Logos – <http://www.aussielogos.com.au>
- Business Logos – <http://www.businesslogos.com>
- The Logo Company – <http://thelogocompany.net>

They say a picture paints a thousand words – your logo does exactly the same and when used consistently to communicate your business values it creates a strong brand identity & business image that customers remember and keeps them coming back to you time and time again.

Related Reading

Really Good Logos Explained: Top Design Professionals Critique 500 Logos and Explain What Makes Them Work

ISBN: 978-1592534272

Letterhead and Logo Design 9 (v. 9)

ISBN: 978-1592533893

Design Matters: Logos 01: An Essential Primer for Today's Competitive Market (v. 1)

ISBN: 978-1592533411