



WHY A LOGO IS SO IMPORTANT!

YOUR LOGO IDENTIFIES YOU! How do **YOU** stand out from the rest? How do you distinguish **YOURSELF** from your competition?

Your logo tells **YOUR** story; the fonts, colors, look, style, feel ... all of these elements are what attract your customers.

Your logo helps you develop **YOUR** brand loyalty. Customers need stability and consistency. Recognizable logos go a long way! *Don't change it too often! Rule of thumb is, don't update your logo more than every five years (I would suggest go much longer than that!)*

Your logo should appear **EVERYWHERE!** Social media, website, product packaging, mailers, signage, etc.

EVERYTHING YOU DO SHOULD BE
ASSOCIATED WITH YOUR LOGO!