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## **THE IMPORTANCE OF A WELL-DESIGNED LOGO**

You have one chance to make a first impression. Potential customers will form an opinion of a business within seconds. Your company's branding is therefore extremely influential, as the logo is almost always the first thing a customer will see. Your logo should be simple, recognizable, and effective at conveying the desired message to the public and should be consistent with your 'brand'. The logo's colors, style, size, shape, typeface, and overall design each play a part in the logo's overall design, and are all important components to consider when creating a custom logo. Branding is a vital part of a successful business, and much more influential than many people realize. By taking time to evaluate the different aspects of a logo, business owners can ensure that their company logo will have a much greater impact.

**MultiTax**<sup>®</sup>

TAX SOFTWARE



LMS  
GROUP

MULTI-SERVICE COMPANY



PETROLEUM  
CANCER  
FOUNDATION

NON-PROFIT ORGANIZATION\*



Stiffel  
Schwab

HOME BUILDER\*

*surjaya*  
artistry

MAKE-UP ARTIST

# Holly Hall



RETIREMENT COMMUNITY\*



COMMERCIAL REALTOR\*

venus

BEAUTY SALON



CONSTRUCTION COMPANY



College of  
*the Mainland*

COMMUNITY COLLEGE\*



**MANBRO**

STAFFING AGENCY



ENTERTAINMENT GROUP

Logos marked with an asterisk were created while employed at  
LOUCKS DESIGNWORKS circa 2004-2006