

# Brand Development Tutorial (Video Series)

## Chapter II Part I - What is a logo, what makes a logo great and how do you start? Transcript

**Every serious business has a logo**; a graphic representation of the company —based on a symbol or a combination of symbols— that identifies it and portrays its brand image and values; and, like the entity it represents, a logo is a **unique** piece.

Now... if you're starting a business, you will, sooner or later, need a logo —assuming you have chosen the right name for it—. You might have an idea of what you want your logo to look like or be completely in the dark. In any case, chances are you're wondering how to get it done and how much it will cost.

You have spent considerable time, effort and money to put together your service, retail or production business and you've come to the point in which you need to visually establish your brand. So, you Google "logo design services" and come across countless sites that sell logos for as little as five dollars or even for free! Would it make sense to trust the design of the most important element within your precious brand to a website or person who's willing to do it for less than what it costs to buy two lattes at your local coffee shop? Really? Is that how much you value your brand?

Of course not! In fact, you're reading this because you understand the value of your business and will NOT consider risking even five dollars for a seriously questionable result that most probably will not satisfy your business's needs. And, congratulations! You're on the right path.

But... before we go into whether you should hire a professional design firm or a freelance designer or use a web-based design service and the cost of each, let's make sure that you know what your logo design needs to accomplish. And this is where a lot of people who choose not to hire a professional experienced in brand design often end up damaging their business right off the start. **Your logo design should communicate to your clients or customers what your business is about. Not just its name but also its qualities**; especially the ones that will instill in them confidence in your brand and make them want to buy your service or product. So, remember: **your logo design is NOT FOR YOU**; it's for your clients, your customers. It should not aim to please your taste and illustrate the things you like; it should aim to attract them.

Having said this, if you already have an idea of what you want in terms of your logo design, the following information will help you streamline it. If you are completely in the blank, after watching this video, you will have a solid foundation upon which to define your concept.