



## **The Business Experts Bureau Great Business Idea - Tuesday 27 July 2010**

Before knocking on the door of a logo designer you need to start thinking about your business's point of difference. What makes you special? What do you bring to the table that makes your business unique?

The professional branding expert will design a logo using fonts, colours and perhaps a strapline that portrays that business's core strengths and point of difference to the marketplace.

It's vital then you protect all elements of that logo. Business owners who change fonts and colours themselves need to know they can end up diluting the effectiveness of their logo and portraying a totally different message to the marketplace than what was originally intended.

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