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There are a number of readily available software packages providing the DIYer an opportunity to design their own logo. The inherent danger in doing this lies in the fact many business owners do not have sufficient knowledge of the intricacies of visual communication. This is how different colours, typefaces, symbolism and composition all work together to communicate effectively to a target audience.

Often in the do it yourself approach, the owner is too close to the business to view the logo's effectiveness from his target audience's perspective. This can result in personal preference interfering with effective or good design.

Before a professional even starts looking at designing a logo they consider a whole raft of elements like the background of the business, the target audience, the visual language, the competition and what they offer plus what differentiates them from their competition.

A great example of a business logo addressing all of the above is found in the Hell Pizza brand. Their logo is a seamless component of the complete Hell Pizza brand supporting a myriad of other brand elements from store layout to what they are saying to their target clients.

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