5 LOGO REDESIGN MISTAKES

SMALL BUSINESSES MAKE

(AND HOW TO AVOID THEM!)

THE NETMEN CORP.

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Logo design is the most critical piece of the branding puzzle. A logo should illustrate the personality of a brand, while simultaneously conveying just what it is a company does.

That's a lot of pressure for one small graphic.

Even the biggest brands in the world sometimes get it wrong. Gap, Inc. attempted a logo redesign in 2010 that went down in marketing history books as a complete and utter disaster. The public backlash against the logo was so fast and furious that the iconic clothing company was forced to drop the new logo within one week of its debut.

Logo creation is both and art and a science — designers must know how to convey a complex message with the simple and effective use of color and imagery. That's why it's so critical to choose the right design team when you're taking on a new logo project.

Most business owners know the importance of a strong logo, but many of those same business owners find themselves making some very common (but easily avoidable) mistakes with their projects.

We've compiled a list of the five most common mistakes that businesses make with their logo redesign projects. We'll also tell you how you can avoid these pitfalls and help ensure your next logo design turns out just the way you imagine.

Are you ready to get started? Great! So are we.

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Many companies try to pack too many effects into one logo. This is often the result of a lack of focus in the planning process, or from having too many "cooks in the kitchen." Design doesn't have to be complicated to be effective. In fact, in most cases, simple is better.

Take, for example, the Coca Cola logo. Their classic script design has changed several times since its first appearance back in 1887. If you look at an original Coca Cola logo and a current logo, however, you'll notice that the changes are quite subtle. Over the years the soda giant has chosen to stick with what works, rather than attempting to overcomplicate their logo with a lot of unnecessary colors, fonts, or features.

Not all companies are as iconic as Coca Cola, however, and a complete rebranding is often a necessity in the lifecycle of a business in order to keep things fresh and modern. Just remember that rebranding doesn't have to be extreme.

Simplicity in logo redesign is important because it allows for:

● *Immediate impact* – You want customers to be able to read and to process what the logo says in an instant.

● *Memorability* – Quick. Picture the FedEx logo. Most people know precisely what that logo looks like by memory. Why? Because the design is very clean and simple, which makes for easy recall.

● *Easy use and reproduction* – Logos are used on everything from business cards to websites to television commercials to billboards. It must be easy to reproduce at any size and in any medium, without losing its impact or effectiveness.

You want people to see your logo and know precisely what you do. Too many elements will simply confuse customers, which can have a long-term impact on your organization's image.

MISTAKE 02
GETTING STUCK ON DESIGN TRENDS AND FADS

When you take on a redesign, it's usually to help your business stand out. The fastest way to ensure your logo will be forgotten is to get stuck following trendy design fads. What's popular and trendy today can quickly become a cliché tomorrow.

Many companies take on rebranding in an effort to modernize the look and the feel of a logo, but it's important to remember that modernization doesn't always mean "trendy." Instead of following current fads, pay close attention to how your customers feel about your brand and how your logo can capture that feeling. Remember, the goal of a logo is to be timeless, not trendy.
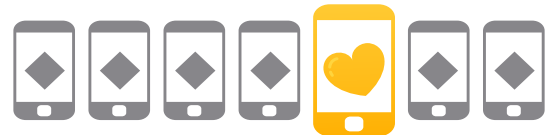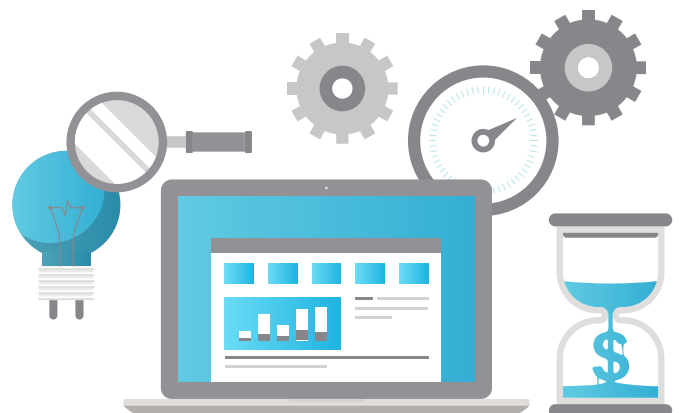
MISTAKE 03
NOT INVESTING ENOUGH TIME IN THE DESIGN PROCESS

Many times, companies take on a quick rebrand. They may want a slick new logo and flashy new business cards in time for an industry trade show - in just one weeks' time.

Logo redesign efforts should be part of a long and well-thought-out internal process. A business must know what it's trying to accomplish with their new logo, and they must give themselves and their designers enough time to hash out different iterations of that vision until it's perfect.

Moving too quickly to design and print a new logo can lead to frustration, added expense, and a final logo that doesn't meet your expectations.

MISTAKE 04 — RELYING TOO HEAVILY ON ANOTHER COMPANY'S LOGO FOR INSPIRATION

Imitation may be the sincerest form of flattery, but you don't want to cross the line into copycat territory. It can be easy to become obsessed with another company's logo design when rebranding your own, but your company is unique, and your logo should be equally unique.

You don't want customers to see your logo as a copy of a more familiar brand — it will reflect poorly on your business and give the impression that you are trying to either mislead your customers or ride someone else's coattails to success.

MISTAKE 05 — CHOOSING THE WRONG DESIGNER

Many companies focus too much on price when it comes to selecting a designer, choosing to save money by working with a bargain-basement company or amateur freelancer. Think about your own products and services for a moment. What would you tell a prospect who shops solely on price? You'd probably try to discourage that prospect by reminding them that they get what they pay for.

So why would you, in turn, cut corners on logo design?

Some of the most common reasons companies end up with poor logo design:

- *The company tried to save money by doing it in-house (without full time designers on staff),or by hiring a friend or relative to do the work.*
- *The company utilized a local printer that was not proficient in new logo design.*
- *The job was outsourced through a cheap crowdsourcing website that relies on amateur designers.*
- *The design was chosen from a template and closely resembles other logos.*
- *The company chose a design firm by Googling "cheap logo design" and selecting a company by price only.*

Instead of shopping on price alone, spend some time investigating potential design agencies. What is their reputation? What does their past work look like? Does their design process allow for customer input? What's the revision process like?

If you settle for a logo that looks as if it was created by an amateur, your company's reputation will suffer. By choosing a professional design company whose designers are all in-house, your logo will be unique, effective, and 100 percent original.

CHOOSE THE NETMEN CORP FOR YOUR NEXT LOGO DESIGN

If your company is contemplating a logo design, contact The Netmen Corp today. Every logo we create for our clients is 100% unique. Our account managers work closely with each client to ensure that our in-house design team has a firm grasp on your company's branding, messaging, and goals.

You'll have input through every step of the process, and our revisions are always turned around quickly so that you don't have to wait too long for your new logo.

Most importantly, we don't stop until you're 110% satisfied.

We invite you to learn more about The Netmen Difference. Visit us online or give us a call today. We look forward to working with you!

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