



GNAT ADVICE

WHY IS A PROFESSIONALLY DESIGNED LOGO IMPORTANT?

A logo is part of your overall corporate identity package. You have often heard us speak of a Corporate Identity Package, and you're probably wondering exactly what that is. We would love to help you with an explanation.

A Corporate Identity Package is, quite simply, the colors, styles, typefaces, logos, graphics and general feel of your promotional materials that help consumers identify your company in the crowded marketplace. This process is sometimes referred to as "branding". As an example, let's look at a company with a very effective corporate identity.

Target Stores do an excellent job of branding all their advertising materials. Everything that comes from Target uses the same bright red logo, whether its their shopping bags, TV commercials, circulars or gift certificates. The bold use of the uncomplicated Target logo makes all of their materials easily identifiable. You definitely know you are watching a Target commercial before the name Target is ever used, simply because of the consistent use of their corporate identity package.

How does this effect your company? Here's a good place to start. Think of three words that you want to describe your company. Does your logo, color scheme, and printed material express those three words? If not, you may want to establish a new identity.

Screaming Gnat Studios can help you establish a position in the marketplace by creating an effective logo, choosing the appropriate colors and typefaces, and designing printed material that support your identity. Without an effective, consistent corporate identity, your company will look like just another run of the mill, non-distinct business. You may want to be known as the plumbing company with the absolute best service, or the manufacturer of the highest quality, always flawless piston rings. Whatever the position you want to stake out in the marketplace, give us a call. We would be happy to assist you in getting there.

Screaming Gnat Studios is dedicated to helping small businesses **BE SMALL, GET NOTICED** with professional promotional materials. We are part of a family of companies owned by our parent company, Specialized Printing & Graphics, Inc.

