

# Five Biggest Logo Design Mistakes

## Avoid These Mistakes That Can Make Your Business Look Small

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Every year, millions of businesses create logos that make their businesses look small, unprofessional and will ultimately cost them sales and profits. Below are five of the most common mistakes these businesses make. You can avoid these missteps by taking advantage of our professional Logo Design Services today.

*“Branding is not just for big folks with big budgets. And modest size is actually a BIG ADVANTAGE in becoming a local-regional-niche “star brand.”*

Tom Peters

### 1. Designed by an Amateur

Logo design is no place for rookies, amateurs, relatives or bored marketing staff. You must have a professional who is trained and experienced to design the perfect logo to fit your business. You wouldn't let your lawyer brother-in-law fix your new car, so you shouldn't let him or any other amateur design the single most important image of your business — your Logo!

### 2. Using Clip Art or Stylized Type as Logo

Everyone can recognize clip art so don't try to use it as a logo. Stylized type might look good to you, but it's highly unlikely your customers or clients will notice it or remember it.

### 3. Too Many Typestyles or Fonts in One Logo

This is another problem usually caused by trying to design your own logo. We have seen logos that we could not read because of inappropriate typestyle choices — can you imagine what a prospective client will think?

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#### 4. Including Inappropriate Wording

Your logo needs to get across a single point or message. We highly recommend you do not include the following things in your logo:

- Ltd, Inc., LLC (clients don't care)
- Run-on sentences
- Mission statements
- Potentially offensive wording (yes, we see it all the time)

#### 5. Designed For Only One Medium

Most business owners do not even realize that a logo designed by an amateur is unlikely to work in all of today's media. Professionally designed logos will work in all applications — the Web, email, print advertising, telephone directories, full-colour marketing pieces, and more.

Our Design Team always designs logos that will work in one and two colour, as well as full colour, and then provides all the file formats needed to work in the various media.

### **Professional Design Help Is Imperative When It Comes To Your Brand**

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Your customer's first impression of your business is your logo. Our professional designers can ensure that their impression is a good one!

Ready for a new or updated logo? **Call us today to get started!**