



a **DELUXE™** company

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WHITE PAPER

Five Biggest Logo Design Mistakes

The Most Common Logo Design Mistakes We See
In The 300,000 Branded Orders We Print Annually

Avoid These Mistakes That Can Make Your Business Look Small

Each year **NEBS** prints over 300,000 personalized orders for customers across Canada. Every day we see these common mistakes that customers make, which cause their businesses to look small, unprofessional and will ultimately cost them sales and profit.

"Branding is not just for big folks with big budgets. And modest size is actually a **BIG ADVANTGE** 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 in working with businesses to design the perfect logo to fit their position. If you are willing to spend \$500 on a cell phone that your customer will never see but not the same amount on a logo that will represent YOU to the customer, then you are dramatically lowering your chance to succeed.

2. Using Clip Art or Stylized Type as a Logo

Everyone can recognize clip art so just 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 that it is your logo or remember it from one contact to another.

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 – could you imagine what a prospective client would think?

4. Including Inappropriate Wording

Your logo needs to get across a single point or message. We highly recommend not including the wrong things in your logo:

- Ltd, Inc. LLC (clients don't care)
- Long strings of words
- Mission statements
- Potentially offensive wording (yes, we see it all the time)

5. Designed For Only One Media

Most business owners would not even realize that a logo designed by an amateur is highly 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.

NEBS Design Team always designs logos that will work in 1 and 2 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

You wouldn't let your lawyer brother-in-law fix your new BMW and so you shouldn't let him or any other amateur design the single most important image of your business – Your Brand!

This is well worth the small cost to have it done properly. In fact, at **NEBS**, if you spend a modest amount on printing, we will have our Design Team develop a logo just for you, that we guarantee you will love.