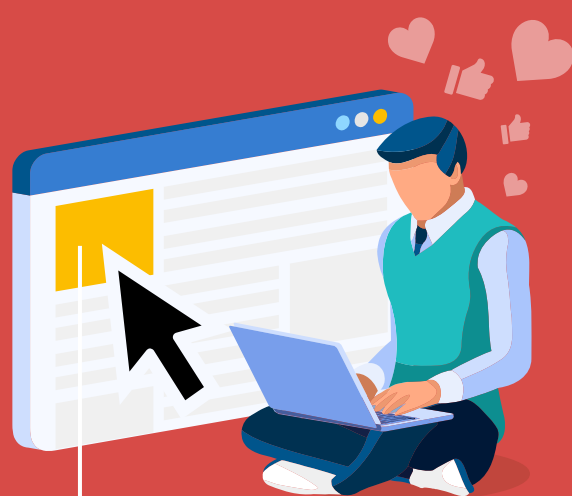


# Why is a logo so important?

The power of a logo is often underestimated, for many businesses an after-thought, and sometimes maybe even considered completely optional. In actual fact a logo is one of the most important, valuable and integral assets every business should have, almost as important as the products and services themselves!

## 1. First impressions

In the modern marketplace shoppers are spoilt for choice. A potential customer takes less than 3 seconds to decide if they will invest any more time in a company's products or services. A logo is often the first thing they see and the basis on what this decision is made. Making a great first impression is extremely important!



**A logo is** the first thing our eye is drawn to



**A logo is** the hook that makes us read more

## 2. Differentiation

There is more choice available to consumers than ever before. A logo is a way to stand out from the crowd, to stay a step ahead of the competition and grab attention in a crowded marketplace. Ensuring your business has a logo that is appropriate, simple and distinctive is giving yourself the best possible chance to grab the attention of prospective clients ahead of a competitor.



**A logo is** the first piece of the brand puzzle

## 3. Brand foundation

When done well, a good logo is the first and most important building block of a company's entire brand. All elements of a business's branding should be consistent and cohesive. The best way to ensure this is to start from the logo up!



**A logo is** a symbol consumers can trust

## 4. Brand loyalty

A good logo encourages people to interact, but also keeps them coming back. It is a key factor in establishing brand loyalty. If a customer associates your logo with a positive memory, and even better, a positive feeling, they are even more likely to remember you and find you again. Once trust is established people will seek you out. Your logo is their way-finder!



**A logo is** an investment in future cost saving

## 5. Invest now, save later

A logo that doesn't resonate with its target audience may be selling a business short. Going with a quick fix, or sticking with a poorly designed or inappropriate logo may lead to costs in the future that could have been avoided. Future rework, rebrands, amends and inconsistencies can all be avoided with a well considered brand mark.



**A logo is** an anchor for reliability & expertise

## 6. Credibility

A logo is an important credibility anchor for any business. Whatever the industry, a logo shows that a company is professional and well established. To not have a logo at all can give the opposite impression, that a business is disorganised, inexperienced or even untrustworthy. In the modern marketplace a logo is expected of a business, and is something people will seek out.

**Do you need a logo?**  
We're here to help!

✉ [info@redkite.design](mailto:info@redkite.design)  
➤ [www.redkite.design](http://www.redkite.design)

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