



Good Design Speaks Volumes

**Successful business rests on being remembered
and leaving a positive lasting impression**

As website and graphic designers, we frequently work with:

- 🔗 People who are thinking of starting a business
- 🔗 People who have recently set up a business
- 🔗 People who are already in an established business

Who are you?

No matter which stage you are at, Good Design will create a strong lasting impression on your potential clients and contacts.

Always start with your logo. This is at the heart of your corporate image and will be used on all your stationery (business cards, letterheads and compliments slips), signs, advertising, flyers, brochures and websites.

Have a think about what you need for your business

LOGO DESIGN

Not everyone needs letterheads or compliments slips and with today's technology, not many people require fax sheets either, however most of us do need business cards and a website.

Think about the things you'll need to market your business to your market, such as flyers, brochures, banners, advertising, sign writing etc.

Once you know what you need, start looking for a designer. It may be an extra expense but the investment will pay off later. Many designers offer packages where you can have all your design work carried out by one designer, rather than a number of different ones. This helps at the briefing stage and also ensures that your corporate image will be consistent throughout your business materials.



www.w3designs.co.uk

graphic design

logo design

Logo Design – the basis of your **Business Identity**

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Why start with a logo?

Its simple, your logo will dictate your:

- Colours
- Font
- Style
- Image

If you have a good logo, everything else will be professional and represent your business well.

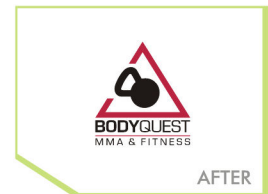
Be particular about your logo and take your time with it.

Make sure you are happy with the final result and that you feel confident using it to promote your business.

If you are ashamed or embarrassed by it, it will be obvious to others when you are promoting your business.

And remember: No matter what stage you have reached in your business, it is never too late to update and freshen up your image.

Logo Design Examples:



Once you have your logo and you are happy with it, you can start the rest of your design work.

Good luck and enjoy collaborating with your graphic designer as you both work to create the most suitable, professional image for your business.

