

## What's in a Logo?

Do you ever see a logo and not understand its' meaning or see a company tagline and wonder how they came up with it? Do they always make sense to you? If you are like me the answer is sometimes but not always. For illustration purposes, let's take a quick behind the scenes look at Marketing 360's logo and tagline.

If you have ever seen my business card or looked at my website you will see four overlapping circles and the phrase "Finding, Obtaining and Retaining Customers' often shortened to F.O.R. Customers. Here is the synopsis behind it. The logo contains four overlapping circles, which stand for the four "P" (Principles) of Marketing – product, place, price and promotion while the circles themselves stand for the "360". From our high school geometry we know that 360 is the number of degrees in a "complete" circle. Put the two together and you have a broad idea of what Marketing 360 is. Simple enough now that you think about it.

The second part, the tagline F.O.R. Customers is actually exactly what I do and what my client's goal usually is. This phrase is the basis on which my business was built, "Finding, Obtaining and Retaining Customers'. That after all is what businesses and marketing is all about. (Saying you are "for" customers and is not such a bad thing either.) The goal is to make sure that your logo and tag are doing what they should for your business.

So what should a logo and tagline do and what distinguishes it that makes it good? Like anything their purpose can be boiled down to a few simple points. A logo provides in a visual form, the broad purpose of the business. A logo is many people's first visual impression of the business and often symbolizes the business. A good logo is:

1. Unique in that it doesn't look like other logos
2. Simple, easy to read and understand
3. Memorable and timeless
4. Effective without the use of color
5. Scalable; anything too high, too long etc that will not adapt well for certain uses is not good
6. Appropriate for the business/industry in which it is used

A good tagline has many of the same characteristics of a good logo and serves a similar purpose. A tagline serves as a reflection of a company and how it positions itself in the marketplace. It can help you stand out from your competitors and it is the statement people remember about you. It is often easier to understand and more direct than a logo. A good tagline is described by the following:

1. Clear, concise and compelling
2. Communicates a benefit
3. Reflects the company/brand
4. Memorable and timeless
5. Attracts attention and interest, you want to know more

Coming up with a good logo and tagline takes time and thought. It requires an understanding of the business you are in, what makes you different and how you will communicate that to your customers. Once you have this down it is time to start brainstorming ideas and developing concepts for your logo and tagline. You can narrow these down by talking through what they depict or connote. Or you may find that combining two ideas into one will create the end look and message you want to represent you.

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Outsourced Marketing Management - Finding, Obtaining and Retaining Customers