Top tips on developing a visual identity

01

Get the best out of your designer.

Make sure your proposition is as well-defined as possible before you brief someone to create your logo as designers produce their best work when they are clear what they are need to communicate (see Top tips on proposition development). If you have developed your proposition well, you may also have a strapline which could be incorporated in the logo.

02

Avoid creating a logo in isolation.

If the logo isn't already part of a bigger portfolio with its own visual identity, always try to create a logo in conjunction with the visual identity that it will sit in. This will give you more coherent and professional visual results throughout your communications.

03

Invest in good design.

A logo and visual identity are part of your intellectual property which in some circumstances is licensed to other parties, for example where a customer pays a fee to use the assets in a Franchise business model. If you think there is a possibility that you will be able to sell the use of these assets to another business either nationally or internationally, it will pay to invest in good design.

04

Always create rules.

You can use this part of the process to help create consistency in your business. Always try to get a set of guidelines produced for the use of your logo and visual identity. This means that you can give these to any other designer or agency and they will know how to execute your 'look and feel' in a consistent way through everything they produce, even if you change designers at any point. Creating rules is vital if you think you will franchise the use of these assets in any way as the franchisee will need to know how to execute the use of these assets.

05

Look at your competitive context.

Make sure you have a look at the visual identities and cues your competition use and note what are the norms for your industry or product set. You might want to think how important it is to reflect these or you could decide to be very different or use particular elements, but not others. This will help create a look and feel that stands out from your competition.