



WHY BROCHURES, LOGOS AND BUSINESS CARDS ARE IMPORTANT

Anyone starting a business must have at least three important items. Brochures, business cards and logos are the basic blueprint of any business. All three summarize and symbolize what your company is all about to your clients.

A brochure is one of the most important forms of advertising. A good brochure should:

1. Use both sides, include a logo and summarize the company's foundation, history and services.
2. There are different types of brochure designs. Are you looking for a loud advertisement screaming for customers to come to your business? A brochure that is advertisement-based may be your objective [more images, less information]. Or, are you looking to inform clients about your company? A brochure that includes a lot of printed information is what you should go for. For a direction of choice, you must decide which type of design is good for your company. Creating two different brochures based on the above suggestions is also a great idea.

Logos personify your overall company image. A logo also physically states the business name, and slogan. A great logo will give your company the competitive edge needed, and help you achieve your business goals. When thinking about a design of a logo, you must consider the following:

1. What is my target audience? A logo design for a kids based website is much different than one for an adult site.

2. Logos must communicate the message of your company. If you are a moving company, related items such as a truck, or a furniture piece could be taken into consideration.
3. Don't add too much to the design; keep it clean and brief.
4. The types of colors are also important. Neutral to strong colors are good. Don't try to use ultra bright, neon colors as it may be a turn off to the client.
5. Make sure the logos are credible, professional, and convey a sense of trustworthiness to your customers.

Business cards are excellent. Although not a form of advertising, they are great for networking. They are extremely important, because people's first impression of your company is put on it. An excellent business card should include these points:

1. Be aesthetically pleasing. All the colors must match. Make sure that the business card is clean, professional, and color friendly. Have no more than two font types. For easy reading, be sure that the font type[s] is not too big or too small.
2. Your corporate logo.
3. Utilize both sides of the card. The front side should include your logo, slogan [if possible], business location[s], phone number[s], website[s] and email address [es]. On the backside of the card, three descriptions of services and even a map showing the location of your business can be shown.

Keep all of this information in mind, and you are on your way to a great start!

For more detailed information please go to these referenced links:

1. <http://www.nightcats.com/sales/brochure.html>
2. <http://www.dayzigngraphics.com/toolbox/toolbrochure.html>
3. <http://www.logo-design99.com/logofacts.htm>
4. <http://www.designstrategies.com/logos.html>
5. http://www.allgraphicdesign.com/graphicdesignarticles/businesscardsgraphicdesign/businesscarddesign_businesscards.html

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