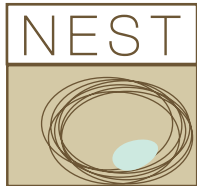


# designasylum: Six qualities of a great logo.

## The properties of a successful logo.

The most important factor when choosing a logo is that it *works for your business*. Follow this check list of qualities when making a decision on a new or improved logo:



Valley View  
Behavioral Health



- **Clarity**

*Can you read it? Does it make a quick impression? (Logos work best when simple, not too many lines or shadows.)*

- **Memorability**

*Is it quick to recognize and easy to remember?*

- **Distinction**

*Is it unique in appearance; not similar to others in your industry or a well known company?*

- **Applicability**

*Is it appropriate to your industry and the market you wish to attract? Does it say who you are?*

- **Professionalism**

*Is it in good taste, well designed, and does it project stability and competence?*

- **Functionality**

*Is it easy and flexible to reproduce in all the ways you may need to use it from business cards, faxes and photocopies, to web sites and signs?*

## Methodology: How we work.

Now you can get a logo that would cost you several thousands of dollars from an ad agency or design firm, for a fraction of the cost! We know, because we used to work for them. Why can we save you so much money? Because we're not sitting in meetings with layers of principals, account execs, creative directors, art directors, graphic designers and production designers; in a fancy conference room in an expensive office building downtown.

These are not logos put together from template pieces of familiar looking swooshes, flashes and shadows. Each is custom designed to fit the personality of your business and appeal to your key market.

First, we ask questions; about your business, the competition, prospective markets, likes and dislikes, existing marketing equity; all on our logo questionnaire. We also determine the scope, schedule and usage of the logo. From this we determine fees and deliverability. You get multiple iterations and multiple proofs and your logo is delivered in color, B&W and in several file formats.

Email us for our complete logo questionnaire and fee schedule. Fees range from \$300.00

*Our goal is to create a logo that you love  
AND is a powerful representative of your business.*

email for FREE online white papers:  
*Two Most Common Advertising Errors*  
*Eight Steps to a Marketing Plan*  
*Ten Ways to Advertise for Free*



designasylum

*Crazy 'bout good design!*