

WHAT MAKES AN EFFECTIVE LOGO?

When creating a logo, there are four important questions to ask right out of the gate:

1. What adjectives would you use to describe your company?

What makes your brand unique? This helps to create a vernacular. It gives the designer a sense of what feeling the logo should convey. A successful logo evokes a company's core values and messaging.

2. What's your company's history?

Knowing a company's origin story can make it easier to create a logo that enforces that narrative. Knowing who started the company and how it got its name can help create a logo that will define their story moving forward.

3. What are your competitors doing?

Take a look at your competitors. What do you like about their logo? What could be improved upon? It's important to see what others are doing to see how you can differentiate yourself from the pack.

4. Will the logo grow and adapt with the company?

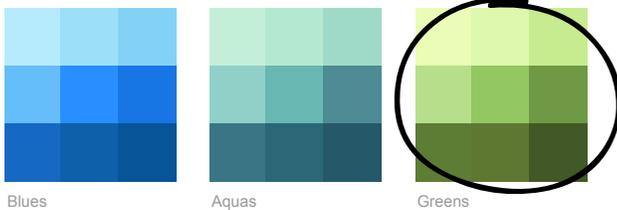
It's important to create design that speaks to the company's history and where it hopes to go, but it's also important to think about how adaptable it is in the here and now. For instance, you should consider how it looks scaled down, whether it will work as a social media avatar and if it relies on color or if it works in black and white.

THE TRUELINE DIFFERENCE

Here's a brief look at our design process in four easy steps:

1. Client Questionnaire

Q: Choose a color(s) or tell us a specific color you have in mind



At Trueline, we believe the design process should be collaborative. Through an open dialogue, we learn about the client's company and in so doing, discover the style, colors and applications that will maximize the effectiveness of the logo for years to come.

2. Initial Designs



We create an array of logos in a variety of different styles, colors and aesthetics. This round is designed to give the client options to get a sense of their likes and dislikes.

3. Revisions



After presenting a wide swath of options, we collect input from the client to tighten up the designs for round 2. Typically this means choosing a couple of directions and showing color, font and layout options for each.

4. Final Logo

By this point, the final logo should be within sight. From here we can expect a few quick revisions to tighten it up, and then we provide the client with digital files of the final logo as well as a set of brand guidelines. Brand guidelines are simply a set of best practices to demonstrate the correct way to use the new logo and detail the specific colors and fonts associated with it. Brand guidelines serve help to ensure that you, your vendors and others continue to use your logo in ways that are consistent with your brand and messaging.

Are you interested in seeing what Trueline can do for you or your brand? Drop us a line at hello@weartrueline.com or visit us online at: www.weartrueline.com.



ELEMENTS OF A SUCCESSFUL MARKETING CAMPAIGN

Just as a mechanic will run full diagnostic tests in order to gain a comprehensive understanding of what makes your car make that rattling noise, so should a marketing company assess your branding, website and SEO marketing efforts. It's only when you take a look at all of the components of a marketing campaign that you can determine which parts are working effectively and which need to be improved..

Branding

Your logo is a visual representation of your company. Colors, fonts and iconography combine to convey a sense of where the business came from and more importantly, where it is looking to go.

Color: There's a great deal of psychology behind a logo's color choices. Orange represents fresh, and youthful ideas while blue evokes a sense of trust and stability. Green conveys ecology and the environment as well as inexperience and new beginnings while red inspires feelings of passion and excitement. The colors you choose for your logo can go a long way in depicting how people perceive your brand.

Fonts: Serif fonts give a sense of sophistication and heritage. Sans-serif fonts demonstrate a feeling of honesty and straight-forwardness. Script fonts provoke the idea of elegance and femininity while slab fonts convey weight, solidity and boldness. Additionally display and/or custom-made logotypes can inspire creativity and imagination. No matter what message you want your logo to convey, there's a font to help you do it.

Icons: A successful logo may incorporate a symbol or icon that becomes instantly recognizable with just a passing glance. A symbol can make a logo identifiable by what the company "represents" rather than by what they actually "do".

Website

There was a time when a website's main purpose was to display your company's address, phone number and hours of operation. Nowadays, a successful website does so much more.

It needs to look good. An intuitive, clean design informs the viewer that you care enough about your first impression to have a site that organizes and prioritizes your information and makes it easy to find what they're looking for.

It needs to be well written with branded keywords that thoughtfully convey your story to potential customers who may happen upon your site organically. When a visitor stumbles across your site, they should leave with a strong sense of who you are and what your company does.

Your site needs to be optimized in a way that its content communicates your company's mission, and services in a way that search engines recognize. You need to ensure you not only appear on the first or second page of search results, but that you appear in search results which are relevant to your industry and to what your customers are searching for.

SEO/Paid Search

SEO requires a substantial amount of effort and the creation of great content, but the results are always worth it. There are 3.5 billion searches on Google every day. 75% of users don't look past the second page of search results, so being on page 2 just isn't good enough.

Onsite Optimization: Make sure your site is sending the right signals to Google by taking care of tasks most people don't even think about. Page titles, meta descriptions, image tags, proper use of headers - all these things can impact your site's overall ranking. By adjusting these items, you can ensure your site looks as good as possible in the eyes of a robot.

Creating Content: Keyword research and articles that help your site become an authority in your field are crucial. By having valuable, sharable content on your site, you have the opportunity to get new customers by showing them you know your stuff.

Linking Up: Google needs to know about your site, so you have to be sure you've got Analytics installed so you can track your conversions. You also need to link your accounts to Google Search Console, Google Adwords, and Google Places.

PPC is the other side of search you can't afford to ignore. By implementing customized campaigns that fit your specific goals, you start looking at ROI almost immediately after launch. Of course once you start, you need to keep going! You can also geographically and demographically target your most valuable clientele so that you're getting the most bang for the buck. Search, display, YouTube, social media and remarketing, are all tools at your disposal to maximize the effectiveness of your campaigns.

THE TRUELINE DIFFERENCE

SEE WHAT WE'RE ALL ABOUT

Trueline is a full-service marketing and branding agency located in Portland, Maine. We have a talented team of art directors, writers, content coordinators and SEO specialists who have mastered every aspect of digital marketing and design. We create innovative solutions for our clients every day.

Would you like Trueline to take a look under the hood of your marketing campaign?

If so, drop us a line at hello@weartrueline.com or visit us online at: www.weartrueline.com.

