

Logo & Branding Design

Logos are a critical aspect of business marketing. As the company's major graphical representation, a logo anchors a company's brand and becomes the single most visible manifestation of the company within the target market. For this reason, a well-designed logo is an essential part of any company's overall marketing strategy.

Early branding of a small or emerging company is a key to business success. It is the quickest way for your company to express what it is and what it can offer. Inaccurate branding of a new business can make it difficult for people to grasp why the business exists in the first place.

Working with a consultant to create a logo or other branding materials? Make sure you think through and communicate your company's positioning and core values. If you can't articulate what differentiates your company or product to your branding consultant, chances are they won't be able to communicate it visually, either. They need clear direction from which to craft a memorable, differentiated brand.

If you have further questions, please do not hesitate to contact us at LTC@LogicTreeConsulting.com or TEL: (973) 960-9093.

Sincerely,

