

THE ULTIMATE BOOMER BUSINESS LAUNCH WORKBOOK

A step-by-step guide for starting your business quickly, making money and having a lot of fun running your business!

Jeff Williams

bizstarters
Helping You Start Your 50+ Business



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The Ultimate Boomer™ Business Launch Workbook

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Action Step 3

Obtain a logo design

The growth of online browsing and shopping by Americans of all ages has changed the expectation that your potential customer holds for your company's image.

They expect to see more vivid colors and a design of some kind to accompany (or perhaps substitute for) your company name. Such a design is known as a "logo".

See an example below.



Until recently you would have to find and work with a graphic designer in your local area in order to complete a logo design. This design work often costs \$1,000 or more per design.

But, as with many small business services today, you can now use a Web-based design service to create an eye-catching logo design, at a fraction of the cost of using a live graphic designer.

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Planning Workshop

► Describe Your Identity

Use the following checklist to put your “company image” into writing.

I have a specific color combination I would like to use for my marketing materials, website, etc.

The colors are:

I have found a piece of clipart or a photo I would like to use in my marketing materials.

The graphic website is: _____

The graphic locator number is: _____

I have a slogan I wish to include in my logo design. It is:



Service Provider Tip

► How to Use LogoYes.com to Produce Your Logo

LogoYes.com is a division of Web.com and considered by many small business owners to be one of the top online providers of professionally designed business logos.

How To Do It

1. Decide if you want a design using one or more words from your chosen business name, or if you want a graphic-only logo design.

See below a logo designed for our use where words and numbers only are used to constitute the logo design.



2. Decide if want to incorporate a slogan below your logo design, as I did in the logo shown above.

3. Decide if there are specific colors you would like to use in your logo design, your identity materials and your website. If so, be ready to describe the colors. (See the Planning Workshop on the previous page).

4. Go to www.logoyes.com.

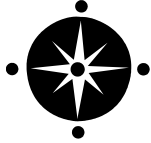
You have two choice here, based on how artistic you feel you are. If you have an eye for color and shape, try using the \$69 logo design tool shown on the site's homepage. Follow the six-step process to design, purchase and download a logo design file.

If you feel more comfortable having a design professional handle creating your logo design, then click on "Custom Logo Design" on the site's homepage.

5. Fill in the design form and submit – you'll soon receive three logo designs via e-mail. Once you select one of three designs, you can tweak its appearance by following the directions.

Cost: \$69 – Do it yourself. \$289 – Custom design

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What to Do Next

1. Set up your account at LogoYes.com and following their directions, submit the information necessary for their designers to create logo design concepts for you.
2. Once you've approved the final logo, you will be sent an e-mail to which is attached a eps and jpeg file, two different ways to store your logo design.

The jpeg version is a lower resolution reproduction of your logo design and is used for placement on your website, and in your e-mail messages if you desire.

The eps version shows your logo design in higher resolution and is used to print your logo on paper.

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