

Graphic Design

How to... **Create a Winning Logo**



Are you being overlooked or ignored? If you're starting a new business venture, launching a new product or re-branding an organisation, your logo is the cornerstone on which to build your public identity. It therefore deserves an investment of significant thought and effort since failure could prove costly. Design it well and it will get you noticed. Let aamdesign.co.uk create a winning logo for you.

Why You Need Professional Logo Design

- Establishes your unique identity.
- Increases your credibility by creating a consistent professional look across your literature and media presentations.
- Avoids amateurish layout and typography mistakes, which could send out an inappropriate or negative message.
- Improves sales by appealing directly to your market.
- Helps your business attract new customers by arousing interest.
- Gives you an edge over your competition.
- Creates a positive lasting impression.

Company, Organisation or Product Logo **from £195**

Do you need a logo that says you're professional, reliable, creative, exclusive, dynamic, or an image that communicates what you do? If so, simply contact me to discuss your requirements and I'll create some unique concept designs for you. If you like what you see, then we'll agree a price and a timescale, and then develop the design. If not, you're free to go elsewhere – with no hard feelings.



THE DESIGN PROCESS

Step 1. FREE Design Brief/Consultation

A comprehensive discussion with you is critical to clarify your values, associations, aspirations and objectives. We will also assess your audience and competitors to ensure your logo design appeals to its target market.

Step 2. FOUR Concept Designs

Four concept designs will be created from the design brief for you to choose from.

Step 3. FOUR Development Designs

Four variations will then be developed from the chosen concept design.

Step 4. FINAL Design Delivery

Your final design will be delivered on CD in file formats suitable for web, email, word processing and professionally printed documents (e.g., AI, GIF, EPS, TIFF, JPEG).

Simply phone or email me to arrange a FREE consultation, or if you have questions.

Corporate literature & technical publications at less than agency prices

DS-GD-LOGO_Issue 01/05006



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