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Food For Thought

“If you don’t believe in your product, or if you’re not consistent and regular in the way you promote it, the odds of succeeding go way down. The primary function of the marketing plan is to ensure that you have the resources and the wherewithal to do what it takes to make your product work.”

– Jay Levinson
The Father of Guerrilla Marketing

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Will Work For Food

Changing Your Logo Will Cause A Domino Effect

You’re tired of your logo. Perhaps it seems dated to you, or maybe you look at your competitor’s logo with logo-envy. Is it really a good idea to re-design your company logo?

Let’s see if this imagery helps:

It’s a sunny morning. You’ve got a hot cup of coffee and a box of dominoes. You set the dominos up on end, one next to the other, in a snaking line across your dining room table. Then you bump the first domino and watch as the rest fall down, one after the other.

Changing your logo is a lot like playing dominoes—once you start, you have to keep knocking over project after project until you’ve got all of your marketing pieces set up again.

Once you decide to create a new logo, you’ll instantly find a whole new list of to-dos. This would include setting up the brand definition, expressing it in a logo, and then redesigning letterhead, business cards, and all your marketing materials.

What does redesigning really mean?

Think back to the first time you designed your logo—the work, time, expense, and thought you had to put into the project. Just because this is a redesign doesn’t mean that it will be any easier than the first time around. In fact, it may be more difficult since you’re more invested in your business and brand than you were when you first launched it.

1. **Having a good reason.** You need to have a reason that makes sense from a business perspective. If you’re redesigning your logo because you’re bored, this might not be the best use of your resources. But if you’ve made a major change in your services, target audience, or the benefits you provide, a redesign may be justified.

If you don’t have a solid reason to redesign your logo, reconsider whether a redesign is the right path to take.

2. **Hiring a designer.** Finding a designer to create just the right logo for your company takes time, attention to detail and the patience to really look into the designer’s expertise. You may be lucky enough to already have a designer that you work with. If you don’t have a designer, you can see my tips on hiring a designer in the March 15th issue of Will Work For Food newsletter [here](#).

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3. **Re-examining your Brand Definition.** If you're going to redesign your logo, you might as well dig deeper into your brand and make sure that it's as polished and complete as possible. Going back over your business's personality, service offerings, product plans, and differentiation will help make sure you're developing a logo that will help you connect with your best customers. Clearly define who your target audience is and what they want to see in a logo.
4. **Redesigning the logo is a big investment.** If you're going to change your logo, you'll be investing time, thought and money into the redesign. Make sure that you have the patience and budget to give the project the attention it deserves.
5. **Trashing and revising all of your existing marketing materials.** Once your new logo is complete you'll have to recycle your business cards, letterhead, brochures and other printed materials—and pay to have the new ones printed. Then there's redesigning your website (and the editing and rewriting that you should do along with that). And don't forget about changing the digital design templates on your computer—your branded email footer, newsletter templates, Word letterheads, and Quickbooks invoices.
6. **Making the transition make sense for your clients.** Your clients get attached to your logo. They identify with it as the face of your business. Changing your logo/identity can make customers feel disoriented and disenfranchised—like their feelings about your business don't matter. Changing the way your materials look can make clients wonder if your business has been bought out, or if you've changed services or the quality of the product they've come to know and trust.

FedEx Kinko's is a great example of a national brand changing it's logo/identity. FedEx confirmed it will begin winding down the Kinko's brand this year, phasing out "FedEx Kinko's" in favor of a new name and logo, "FedEx Office." This announcement and implementation may be severely weakening the nation's most famous brand in copying. According to management, it's making the name change because calling the copy business "FedEx Office" will "better describe the wide range of services available and take full advantage of the FedEx brand."

I question this move and here's why: When you say you're going to Kinko's, everyone knows you are going to go make copies or you are taking care of other office and bindery needs. When you say you're going to FedEx, people instantly think of shipping.

Will "FedEx Office" create that instantaneous imagery that you can ship and copy? Only time will tell. But in my opinion, the Kinko's brand has spent decades building the brand and reputation of being the go-to source for your office needs. Lose the name, and you are starting over from square-one building a reputation. You can read more about this story [here](#).

One example of where changing a logo has real consequences: Tropicana Orange Juice and Classic Coke. The public backlash after the package/logo redesign changes were so great, both companies brought back their classic designs after they watched sales plummet. Read more about this story [here](#).

Making sure that you're prepared to address these 6 steps in your logo redesign will ensure that a needed redesign goes smoothly—just like knocking over those dominos.

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