

An exceptional logo is the key to great sales!

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In today's economic climate, dental, medical and spa professionals are looking for innovative ways to attract new clients. The market is very polarized into two segments: those who are doing well, despite the economic downturn and those are struggling to survive. Businesses that are doing well are very likely to be relying heavily on the power of their brand to attract new sales and increase their market share. Here is how to do the same if you are finding your sales are dwindling and you're becoming frustrated with your current marketing strategies.

The problem starts when small business owners never properly brand their business and if they do, little thought goes into creating a strong corporate image. For example, it's incredible how many dentists in North America are still using a tooth, a toothbrush or an apple as their logo or how many spas use a photo as their logo. Trying to gain new sales by marketing a generic, outdated brand is an uphill battle that is very expensive and in the end futile.

If you are in the process of re-branding or opening a new dental office, medispa or spa, it is vital for you to put some serious effort in the logo design process as you do in your product, facility and service quality. At Identity Namebrands, our experience in the dental, medical and spa industries has taught us that there are key elements in a logo that can make it a powerful sales tool.

For the public, the logo is the company. It is not its products, buildings, staff but its logo. A company without a logo is non-existent because it lacks meaning. Logos can be composed of drawings, letters or both combined. Your logo must have the ability to communicate a lot of information in a moment and quickly immerse in the public's perception and subconscious. A logo is the essential and most important element in the constitution of your company's corporate identity.

An exceptional logo is also one that fully portrays a company's basic features and not the fantasies the company's owners have about it. This is a common mistake made by owners and designer alike. The logo has an overwhelming power but it will not be able to prevent the consumers from feeling frustrated if the company is not up to what its image refers to. If a company's logo is well designed, it should represent the corporate identity, not the corporate image. If it does, it is doomed to fail.

The logo has the dual function of representing and differentiating your business. Your company's logo must be unique. Having logos that are similar to your competitor's is not a good policy as it will create confusion and make your advertising unsuccessful by elevating awareness for the service but not necessarily for your business. The key is to have your logo highlight your company's strongest aspects and diminish those where your company is weaker than its competitors.

Simplicity is the key for making your logo memorable. This is a golden rule in design and marketing. The belief that the more complex the logo is (coloured, with difficult drawings, typography combinations, etc.), the more attention it will receive is wrong. The more elements your logo has, the more difficult it will be for the public to remember it and for you to place it into other media such as your outdoor signage, uniforms and print.

A great logo has visual coherence so that the public can readily identify your business across all media. Visual coherence is respecting certain design parameters according to which all graphic elements representing your company and making up your corporate identity will be developed. Heterogeneity in your visual advertising material is by no means advisable because it only causes confusion among the public and it weakens the design identification power of your brand.

A brandslogan enhances the power of your logo. The brandslogan is the phrase accompanying your logo to distinguish your company; is periodically amended to adapt to new consumers' trends, while the logo remains as a banner of the company it represents. For example, "smile and the world smiles with you" is the brandslogan the Identity Namebrands design team developed for the re-branding of Thorncliffe Dental Centre, in Toronto Canada to capture the imagination of a diverse market.

The greatest feature of an effective logo is its durability. A well-designed logo will last a lifetime even if the corporate image elements (colours, stationary, brochure, website, signs, etc.) are modified. The constant repetition of your logo in all your designs is a necessary condition for your logo to succeed and be the face of the company. When a logo has achieved market penetration, it becomes valuable in itself; it becomes a brand that the public wants to buy. Such a logo has the power to attract new sales.

Underestimating the power of your logo can be detrimental to the success of your business. At Identity Namebrands our experience and expertise in the dental, medical and spa industries, give our designers the advantage to develop the strongest brand for your business. Getting it right from the start will ensure your brand will have all key components mentioned in this article and the power to generate sales for years to come. Our experience is your advantage!

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