

Your logo is a visual representation of your firm, and it should be recognizable, consistent and memorable.

Your brand – and by extension, your logo—is your promise to your clients. It includes the way your office looks, the way you answer your phone and emails, the type of people you hire, the way you deliver your services—ultimately it’s who you are as a firm.

The most obvious extension of your branding is often your firm logo so creating one should be approached with a level of seriousness and dedication. Here are a few things to consider as you get started:

- **Yes, you really do need a logo.** Many firms balk at the idea of creating an official logo, instead going with their firm name in a standard font, usually in a shade of gray or blue. And while I don’t think firms need to go nuts with their logo, you do need one. It is a visual representation of your firm, and a way for your clients and prospects to recognize your communications at a glance. It should also create a sense of stability, legitimacy and longevity. It communicates who you are and indicates that you are serious about what you do and committed to creating an image for your firm that will stand the test of time.
- **It creates your branding foundation.** A good logo will help create a standard upon which all other marketing efforts are built. Ultimately, it will make your marketing efforts easier, because you’ll have a look and feel for everything you do from now on. So be sure you like the colors, fonts, and overall feel of the logo, because you’ll be seeing it a lot.
- **It is one of your most obvious differentiators.** This is often the hardest thing for firms to determine—what sets them apart from every other firm out there. A good logo is one way you can set yourself apart, at least visually. So make sure it doesn’t look like all the rest of the firm logos out there. Really think about your firm, what you do, what your clients say about you, and why you are in business in the first place. Then find someone who can help you communicate as much of that as possible in a simple visual image.
- **Always be consistent.** I can’t stress this enough. Many firms have multiple variations of their logo. Their logo is available in a variety of colors and shades of those colors. They may stack the firm name one day then have it all on one line the next. And then they wonder why no one knows who they are! Once you have a great logo, don’t mess with it. Use the same one all the time, on everything you do. You’ll be surprised how quickly your firm will gain recognition and how your promise will be understood by your audiences.
- **Don’t be afraid of color.** Since your logo is the foundation on which all your marketing efforts are built, it’s nice to add a bit of color to your look. A lot of firms stick with black to look “solid,” but those days are past. Don’t be afraid to step outside of the blue and black part of the color wheel. Firms that are thinking outside of the box are really getting noticed. Remember, it’s a differentiator for your firm, so you don’t want to look like everyone else out there. Be creative.
- **It must be scalable and flexible.** How many times have you seen a logo that looks awesome when it’s big, but becomes illegible when small? Look at your

options both big and small, and make sure it works at all sizes. Also, keep in mind that you won't always be able to print your logo in full-color, so see how it looks in one-color and reversed in white on a color background. It should look great all the time and in all formats. If it doesn't, go back to the drawing board.

So with all this in mind, finding a marketing firm that can take you through the process of creating a brand strategy and well-designed logo is important. Whoever you choose should take the time to get to know your firm, your services, clients and goals for growth. **So do your research and choose carefully.** And no matter what you do, don't hire your nephew in art school who is pretty good with clip art. It is simply not a good idea.