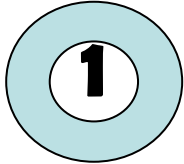


5 Money-Saving Logo Tips

By Jennifer Katus, PMP



Logos are a popular way to establish an identity for projects, teams, conferences, and other events. They can be imprinted on a huge variety of gifts and giveaways to create a lasting memento. Here are five logo design tips that will save you money the next time you need to have your logo imprinted.



Single-Color Designs Save Money

Your five-color logo looks fantastic on your website and color copies! You decide to get it imprinted on some mugs and mouse pads...only to learn you will incur a separate charge for each color. Or worse yet, the mug can only accommodate two logo colors. The easiest way to save big bucks on an imprint, is to do a one-color design. Although many gifts and giveaways can accommodate multi-color designs, you will always have more affordable options when you imprint in one color.



Photocopiers Make Great Testers

A photocopy can give you a quick preview of what your logo will look like when imprinted in one color. Create several different sizes of your logo and photocopy them in black and white on white paper. Is the black and white version easy to read? Does the lack of color diminish the design? Are any areas faded or not visible? Now run a black and white copy on colored paper. You'll notice any cut-out or 'hollow' areas of your design that used to be filled with white are now filled with the color of the paper. This will give you a sense of what your logo will look like if it's imprinted on a colored object.



Simple Fonts Deliver Big Impact

McDonalds, Fedex, Nike. In addition to being memorable, their logos are simple designs with big impact. They capitalize on bold fonts - no delicate script fonts here! They look good from a distance, reproduce crisply, and are easy on the eyes.



Shadows, Fades, & Patterns – Oh My!

Although these color effects can be very attractive on computer screens and photocopies, they can be difficult to reproduce on fabrics and other rounded surfaces. If your existing logo already has one of these effects, it's OK. Typically these effects can be translated into a design that is suitable for 3D surfaces...but extra fees may be involved. So if you are designing from scratch, stick to solids.



Print First, Web Last

Logos that are designed for print media almost always translate well to the web. However, the reverse is frequently not true. Computer monitors can accommodate low resolution graphics in a myriad of closely knit colors. Print media often requires high resolution graphics with color separations. To avoid the cost of retrofitting your web logo to the print world, do Print First, Web Last.

No matter what your logo looks like, we can usually find a way to make it look fantastic on your gifts. But if you're starting from scratch, these five tips will save you money on logo imprinting later on!