



# Three steps to get an effective logo:

1

**The Design Phase:** Our team of professionals design your different logo variations. You review and select the best aspects from the options. We intentionally send these beginning proposals in black and white. The purpose of this stage is to find the right design structure. If your logo works in black and white, it will work in color.

2

**The Editing Phase:** The team follows your notes and selections from the first stage and creates new polished logos in color. The best logos come together through teamwork. We work with you to bring your vision to life.

3

**The Polishing Phase:** After the first two rounds of edits, the design is on its way to perfection. You decide which logo variation you like best. We'll provide the logo in every file format for print and digital. For your convenience, we provide color swatches from your logo so you can use them for any internal branding.

## The 6 Requirements for a Logo that Works



### CLARITY

*Your customer needs to understand your logo; it needs to make sense for your business. If the customer is confused or has to decipher your logo, it is not working. Make sure your logo is clear with legible text and fonts.*



### SCALABILITY

*If it works on a business card, it needs to work on a billboard, too. It's important for a logo to work on every medium in both print and digital. Big or small, your logo has to work on every channel.*



### FLEXIBILITY

*From print advertisements to television commercials, your logo will be in front of potential customers everywhere. It must adapt for the design elements it shares an advertisement with.*



### HARMONY

*Clunky design and clashing colors make customers feel uneasy about your business; they may even question your authority. When design elements balance and take control of the customers' eye movements, your logo creates harmony.*



### LONGEVITY

*Your brand is associated with your logo, and it can't change with every new trend in the market. Your logo works if it can stand the test of time. Will your current logo be out of date in the next two years? It could be. You need a logo that lasts.*



### RELEVANCY

*Your logo should match your business. If your logo sends a contradictory message from your business, it will clash in customers' minds. Your logo works when it matches your company goals and resonates with your target audience.*

## Better logo. Better business.

Our client, Home Builders Association of Central Tennessee (HBACT), needed to re-brand, which included a new name. A new name meant a new logo. We used the six requirements for a working logo and presented it to HBACT. They fell in love, and now, the logo helps uphold the brand as a leader in the industry.

### BEFORE



### AFTER



*When our association grew and incorporated more counties, we needed to change our name. That name change meant we needed a new logo. We reached out to Exchange Media Group for a brand new logo design, and we fell in love with the result. They worked with us to revise as needed, solving all of our problems from the last logo. The new logo has made us look and feel more professional and more recognizable for home builders in central Tennessee. We can really tell a difference.*



- HBACT