

BUSINESS SOLUTIONS

The Importance Of A Professional Logo

(NAPSA)—When first starting a business, entrepreneurs find that they usually have to cut a few corners. According to the Small Business Administration, it costs approximately \$20,000 to get a business off the ground, so it's no wonder entrepreneurs look for ways to see what they can do without. Unfortunately, the corners they cut can be the ones that end up hurting them the most.

Professional logo creation is a critical component of starting a business, but many small businesses cut this corner in hopes of saving start-up capital. *Entrepreneur Magazine*, the go-to magazine for small businesses, is currently running a contest called Entrepreneur's Ugliest Logo Contest. The contest underscores the importance of having a professionally designed logo.

LogoWorks.com has been tasked by the magazine to makeover the winners in the contest. According to the Graphic Artists Guild Handbook of Pricing Guidelines, companies with annual revenues of less than \$1 million often pay between \$2,000 to \$10,000 for a company logo. But now, companies like LogoWorks offer custom logo packages starting at as little as \$265.

The lack of an effective logo sends the message that a company might not be up-to-date or lacks business savvy. Unprofessional or inadequate logos can hurt customer referrals and businesses risk losing customers to new competitors who come out with a better look.



This logo makeover shows a company can look up-to-date without abandoning their brand.

Although most of the logos LogoWorks creates are for brand-new businesses, doing logo makeovers for existing businesses is nothing new. The company reports it has had thousands of businesses come to them, asking them to help freshen-up their look with a makeover. "Many of them report back at how the change to their logo has changed their business for the better," says LogoWorks founder Morgan Lynch.

For more information about Entrepreneur's Ugliest Logo Contest, go to www.Entrepreneur.com/uglylogo.