



LNP 227 How to Create Your Logo

Pat: Hi, this is Pat Iyer with Legal Nurse Podcast. Today I'm going to be

In LNP 226, Stephen Hart focused on the components of your brand. One of the pieces is your logo.

This is Pat Iyer with *Iyer's Insights*, one of the twice weekly shows of Legal Nurse Podcast.

You need a logo whether you are a beginner LNC or an experienced one who recognizes the need to refresh your brand.

Your logo conveys who you are. A stylish logo encapsulates your brand; you'll use it across all of your marketing.

What Makes a Good Logo?

A logo is essentially an image – often incorporating your company name – which will act like a calling card so that people can easily identify your company. It serves to easily remind them of who you are.

Popular examples of logos include the Nike tick, Virgin, Apple and Windows.

Your objective is to create something which people will be able to use to instantly identify you as a legal nurse consultant.

When I started my company in 1989, I saw a logo I thought perfectly conveyed what I did as a legal nurse consultant. It shows the scales of justice intertwined with the caduceus. (This looks like a snake.) A graphic artist made my logo and I began using it on letterhead, business card, flyers, website, and on my giveaways.

After a while, I saw many legal nurse consultants using the same logo. Were they copying me? Or did they see the same logic of combining the 2 symbols?

My logo stopped feeling unique. When I decided to rebrand, I worked with a graphic artist to create a different logo.

The process of coming up with a logo is a little harder than you might think. Your logo plays an important role in defining your business and in creating marketing opportunities for you. If you get this wrong, you could be stuck with a logo that doesn't represent you well. If you decide to change it, remember that rebranding isn't easy or inexpensive.

What Makes a Logo Unique?

To help you get started, there are a few criteria that a good logo should fulfill.

A good logo should:

- ✓ Be unique and different – this is important to ensure you're identifiable by your logo but it's also important to ensure you're not infringing on any trademarks. Definitely stay away from the scales of justice and the caduceus – An LNC might have it trademarked by now.
- ✓ Avoid clichés (like ticks, globes and lightbulbs which have been overdone. Alas, my original logo is now a cliché.
- ✓ Be appropriate for your industry/niche/subject matter.
- ✓ Be versatile enough to be used in a variety of different places – avoid thin lines which won't show up on some backgrounds.
- ✓ Not be dependent on color for clarity. You'll use your logo in black and white also.
- ✓ Be simple enough to recreate – if people start doodling your logo in their notebooks you're getting free publicity.

Now you have your specifications, you can start the actual planning stage.

Coming Up with a Concept for Your Logo

You have some choices. You can design your logo, or you can hire a graphic artist to create it.

- 1) Designing it yourself is great if you have graphic artist skills.

2) Outsourcing costs money but is often the most effective way to accomplish your goal.

Let's talk about each method.



Let me stop this show for a moment to tell you about online training that will help you define your brand. This is Pat Iyer. Stop living in the shadows of your competition, make more money now, and attract more of your ideal clients. Do you want a brand that shines?

Branding is the true foundation of any legal nurse consulting business. You need a clear brand that shines. (This is not just a logo or marketing strategy, but a BRAND). Without a brand that shines, then your legal nurse consulting marketing efforts and sales efforts are not as efficient. You must have a brand that shines to stand out from competition and to build IMMEDIATE trust, likability, value, and confidence for your prospects.

- Do you question whether or not your brand is strong enough?
- Do you have a brand that shines? Is it clear and consistent?
- Do you feel disconnected from your brand?
- Do you reluctantly hand out your business card because it just isn't YOU?
- Do you wish you had a step-by-step guide to creating a brand that can compete with the best of the best?

Jena Rodriguez, who is a brand specialist, created this one-hour online training: **Discover, Define and Deliver a Brand that Shines**. In this training you will learn:

1. How a clear definition of branding relates to your business
2. That the strategy Jena outlines will help you attract more ideal clients and secure repeat business
3. the 6-step process for getting results in discovering, defining and delivering a brand that shines

Get instant access to this training at <http://LNC.tips/brandshines> and use the code listened in the coupon box to get a 25% discount.

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Designing a Logo Yourself

Let's assume you are going to give it a try. Before you open up any software, you first need to get an idea of what your logo is going to look like and where you're going with it.

You know what you're aiming to achieve with a logo now and you know what makes a good logo. Next, you need some ideas.

The first place to start often is with a mood board. A mood board is like a collage except you're going to focus on placing lots of different images on it, with the main objective being to create a collection of images relating to your business and your brand that will serve as inspiration.

You can do this either with software or by printing out the images. This way, you can collect:

- ✓ Images of other logos you like
- ✓ Images relevant to your niche/industry
- ✓ Images that relate to your mission state/values
- ✓ Things you simply like

Collect as many of these as possible; you will find common themes start to emerge and that you begin to get a good feeling for the artistic direction you need to take. You can start combining elements, color palettes and more to come up with something new.

Playing off your company name is also another option. In most cases you will include the name of your company *in* the logo and then edit the font or turn specific letters into images. I used my company name when I rebranded my logo.

Some logos will also incorporate a symbol. Make sure that it is easy to reproduce, versatile and unique.

If you're still struggling to come up with ideas, then take a brainstorming approach and simply draw as many different ideas as you can. Even if you think the idea is stupid, draw it anyway. Eventually you will start to see elements that you like, and you can then recombine these to create something imaginative and original.

Finally, don't aim to create *one* idea. Instead, come up with a few different options for your brand and then try testing by showing them to people and getting feedback. This is important as often we are too close to our own business and creations to view ourselves objectively.

Your logo is not *for* you – it is for your audience. Show the images around and let your customers vote on the best one.

Software Considerations

In order to design a logo yourself, you'll need a program like Photoshop or Adobe Illustrator available at <http://www.adobe.com>. Currently you have to pay for a monthly lease of either program. This makes sense if you have other needs for graphic design.

My LNC business staff learned how to use Adobe Illustrator. It does not behave like Microsoft programs and it is not intuitive. You'll find lots of tutorials on YouTube.

If you decide to venture into this territory, you'll need to actually *make* the logo so that it's in a form that will be usable online.

This means turning it into an image file that will look high quality and that will allow you to edit it to use in various different capacities.

Raster images are made of pixels. A pixel is a single point or the smallest single element in a display device. If you zoom in to a **raster** image you may start to see a lot of little tiny squares.

When you create a JPG, Bitmap or PNG, this is a 'raster file' meaning that it consists of lots of individual pixels in a file.

Vector images are mathematical calculations from one point to another that form lines and shapes.

A vector file works as a map and a set of instructions which define the direction of different lines, the angle and the weight. In other words, it's almost like the code that tells the software how to draw the image.

A vector file has multiple advantages. For starters, it means that you can resize the image to *any* dimension and not lose any quality. I'm sure you have seen low resolution raster images that break up or become pixelated when enlarged. That does not happen with a vector file.

This is important because you may need to enlarge your logo. To use your logo professionally, you need to keep the precise ratios, angles and strokes the same across every iteration no matter how big or small the image file is.

Vector files are important because they allow you to edit the image without making a mess of things. With a vector image you'll be able to select any line and then make it wider, change the angle or change the color.

With raster files you would need to first erase portions of the image and then try to draw them back into place.

As Stephen Hart explained in LNP 226, once you've created your image you should also make a note of the *precise* color codes.

Outsourcing Your Logo Design

Now let's take a look at outsourcing your logo. This is the best option but obviously requires some investment.

Here is a list of websites where you can get your logo designed:

<http://99designs.com> - you can start a logo design contest and crowd source the design. Be careful of this site, though. I've heard that some artists reuse their designs rather than making them unique, and you could be accused of copying someone else's copyrighted logo.

<http://fiverr.com> - a great place to get logos created for just \$5 or increments of \$5. Be prepared for long waits though; designers typically have a large list of orders because the pricing is cheap. I've simultaneously hired 5 people on Fiverr and picked the design I liked the best. I've also found that sometimes the Fiverr worker I want is on vacation or not accepting new jobs, so out of 5 people, I might get results from 3.

<http://upwork.com> – is another freelance website worth trying, but you will not get a logo at the same low prices found on Fiverr.

Both Fiverr and Upwork are platforms that allow graphic artists and business owners to connect with each other. Both platforms take a percentage of the fees and protect you as the business owner from paying money to a stranger and not getting anything in return.

When outsourcing to designers, make sure you are clear and specific about what you want. Designers will ask a number of questions to understand your business so that they can create a logo that reflects it. Be sure you get the source file so that you can alter it (or have another person alter it in the future.) It takes time to come up with a logo you like. Let it sit and make sure you love it before putting it into use.

Get your questions about branding answered by studying the content Jena Rodriquez provides in Discover, Define and Deliver a Brand that Shines. Order instant access at <http://LNC.tips/brandshines>.

Be sure to come back next week for an all new podcast. Mondays are interview days with our guests and Wednesdays are my comments on the topic of Monday's guest.

I've got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help LNCs discover ways to strengthen their skills and businesses. Check them out at legalnursebusiness.com.

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