

LOGO DESIGN OPTIONS FOR SMALL BUSINESSES

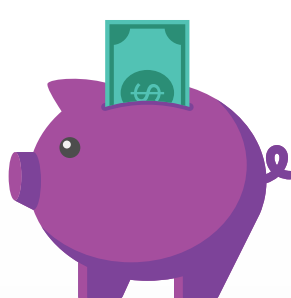


PROS

CONS



**Do-It-Yourself Tools
or Software**



Cheap



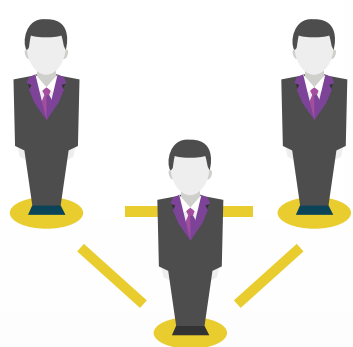
Time-consuming



Limited options



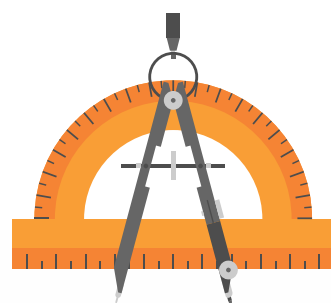
**Lack of originality;
may not include
rights to the
artwork**



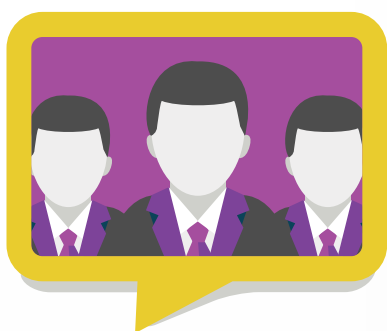
Internal Team Members



**Cost built into existing
overhead; *knowledge of
business***



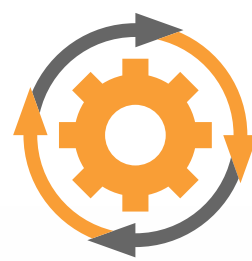
**Depends on any logo design
skills and creativity of team
member**



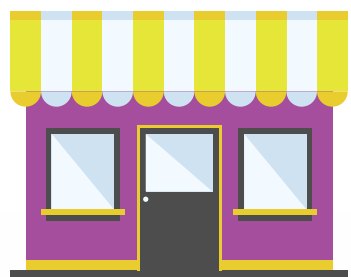
**Local Freelance Designers
or Crowdsourcing**



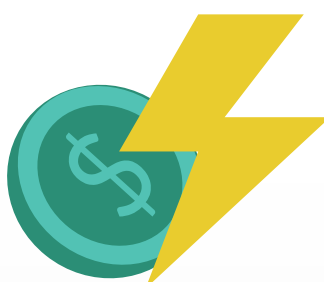
Cost-effective



**Based on availability with
other projects; *can take
time***



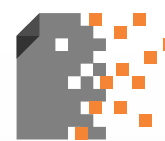
**Small companies
around the world**



Cheap and fast



**Limited
processes**



**Unstable
Infrastructure**



**Communication
challenges**



Ad Agencies



**Highly creative and original;
*personal approach***



Very expensive



**Takes weeks;
*prioritize large
accounts***

LOGO SAMPLES



Idea Custom Solutions



Great value



Custom designs



Creative brief



**Design
consultants**



Fast turn times