Logos, Slogans and Mission Statements

**What makes a logo successful?**

A logo is a defining source of identity for most companies, therefore it must be powerful and memorable. A logo can enhance a company's image and give it an advantage over it's competition.

**Simplicity.** A simple logo communicates a message clearly and provides the best solution for reproduction and readability. Often times a simple logo is easier to recognize than one that is complex.

**Memorable & engaging.** Distinctive features are necessary to create a logo that is memorable. By creating a visual statement you can engage the audience.

**5 Tips For Writing a Successful Slogan**

1. Give them a rhythm, rhyme, and ring.

Highlight a key benefit.

Explain the company's commitment.

Stay honest.

Keep it short.

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A slogan longer than a single word should fulfill at least two of these three criteria: It should have a rhythm, it should rhyme, and it should have a ring to it. Slogans, whether read or heard, should be pleasing to the ear; rhythmic and fluid-sounding slogans are much more recognizable and memorable for later recall. Bonus points for making the slogan into a jingle or song; studies consistently show that words presented in a song are remembered significantly better than words presented in normal speech. **Example:** "The quilted quicker picker upper." (Bounty)

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The point of a slogan is to differentiate your product or brand from that of your competitors, while also underscoring the company's general mission. If you have an advantage over your competitors, or if your product or service has a unique benefit, you need to use it. Slogans are the first impressions for many potential consumers, so it absolutely needs to stress the company's worth. Isolate one key area of your business, and find a way to integrate it into the slogan. **Example:** "Great taste, less filling." (Miller Lite)

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Maybe your company doesn't sell a "unique" product or service; nevertheless, the slogan still needs to differentiate the company from other competitors. Often times, winning slogans will explain a company's dedication to its customers. Slogans devoted to customer service, especially ones that guarantee quality and satisfaction even if it's at the company's expense, play extremely well with the public. So if other companies sell the same products as your company does, let them; instead, sell the public on trust and customer care. **Example:** "We're number two, so we try harder." (Avis)

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When writing a slogan, it's extremely easy to get carried away; however, it's imperative that the slogan accurately reflects the business. In other words, hyperbole is extremely discouraged. Language like "The No. 1 \_\_\_," or "The best \_\_\_ in the business," is not only untrue, but also extremely generic, and a big turn-off to consumers. Instead, be realistic, and find a clever but real way to emphasize your company's perks. **Example:** "It's everywhere you want to be." (Visa)

*Mission Statement-* speaks a bit of who you are, your target market and or your product or what you are best at.

JONES SODA- Run with the little guy... create some change.

 *Nike-*"To bring inspiration and innovation to every athlete in the world."

 To refresh the world...

[Coca-Cola corporation](http://www.coca-cola.co.uk/about-us/coca-cola-mission-vision-statement.html)-“To inspire moments of optimism and happiness...
 To create value and make a difference."