

## Does your logo matter?

When starting a new business, investment in the business will be carefully planned, probably on a tight budget. There are so many ways the budget has to be split that the apparently esoteric idea of a well designed, sometimes costly logo can slip down the list of priorities. So we compromise, we make do, until further down the line we see our logo with a fresh eye. Juliet Fay of The Welsh Poultry Centre was commissioned to write an article for Logopro about various aspects of logo design, (specifically to help the Logopro website improve its rankings with the search engines).

It was during the research and the writing of the piece that Juliet was inspired to take a good look at her own business identity. Logopro were very pleased to be asked to design a new logo for The Welsh Poultry Centre. Keen to see a variety of concepts, they asked if some of them could be based on an element of their existing logo, a pen and ink drawing of a fine cockerel. We redrew the cockerel to make the image much more simple and sharp, which would give the logo more impact. We were very pleased with the design they chose, a spoof of the Welsh flag, using the cockerel instead of the dragon. It is a great choice for various reasons:

- Location instantly recognisable.
- They have retained a part of their well known original logo so returning clients will recognise they are in the right place.
- It shows a sense of humour, something we all appreciate.
- It looks contemporary with the name all in lower case but it has a Celtic feel to it because of the font used.

Whatever aspect of Poultry production you are involved in, have you thought of promoting your business in a professional way using a custom made logo design? It would help potential customers understand your product, it will give them confidence, it will give you confidence.

### About the author

Carolyn Michel of Logopro is a graphic designer with a design studio in rural West Wales. Find out more about logo design .

