

2.2 Company Image

Now that you have a name for your new company, you'll want to attach a logo, which is going to be your brand. This doesn't have to be done by a professional graphic designer, but they will have some great options and creativity behind what they can do. Finding someone online has become very easy and much more affordable than ever.

If you do decide to create it yourself, you may want to explore some basic graphic apps or programs to make it available in the correct formats that print shops can work with. If you feel you could probably do this, or want to learn this aspect of running a company, it's probably a good idea to do so as over the years it can save you some money. It can take away from the main purpose of your business, so weigh the odds and make a choice.

When coming up with a logo and colours, start by searching online what colours, images, and shapes are used for the psychology of customer feelings, attitudes, etc... to feel how you want them to feel. You don't want to use a colour that represents dirt, or a shape that has proven to make people feel scared, unsure, or fearful. Find colours that play off of each other and images that represent what you want to say. A picture says a thousand words.

After your name and logo has been established, you will need to get it out to people. Decals on your vehicle and/or trailer is a great start. It's a free mobile billboard, so make it work for you. Talk to some decal shops in your area and get some quotes. They'll find some options to fit your budget, but remember it should be a one time cost, not monthly like some of your other advertising will be, so do it right and how you want it the first time or you'll end up spending more money by doing it twice. Make sure it is clear enough so people know your name, website, phone number, and what it is you do. Using a professional for this design has a lot of benefits because if you don't end up liking the decal, or if there is a needed change, this will cost you a lot of money. Take your time with all of your marketing materials as they will help your business tremendously and last for years.

To match your decals and keep consistency along your brand, you should have a uniform of some type or another. This means that you have chosen a colour, logo, or image that should reflect what it is you're selling. For example, if you choose orange as your company primary colour, then orange shirts could be a good idea. As long as you are projecting a consistent colour/theme/image you are on the right track. You don't want to have a change in this theme as it would project inconsistency, which may not carry through your work, but what kind of signal does it give your clients? You did a great job last time, but this time you show up with a dirty vehicle and no uniform? It's the details that will give clients confidence in your brand and shows them you can be counted on to produce consistency for them.

It's also important to have your office image appear as good as your street image. Business cards are an easy way to get your name out to people you meet, but don't necessarily need your services at the time. A sharp looking card can be handed out to anyone and it can stick with them until the time comes when they need your services. Think about the cards you've seen over your life. Do any of them stick out to you for better or worse? If you can think of any, this is a good example of the importance of having a good image to hand out.

You can design these yourself, but if you've used a graphic designer for anything, this would be a good item to have them design for you too. Business cards are tricky to design because of the sizing. There's a lot of information you can pack into a card, so they can easily look bad if not done right. You will also find out that volume purchasing will drastically reduce the price of the cards you buy. Saving a lot of money by purchasing thousands at a time can be a good idea, but make sure there aren't any mistakes or possible changes that you'd want. Throwing

out the majority of your cards because of a change your company might have a year or so later isn't actually saving you money down the road.