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Good Logos Make Great Sales Tools

By Chris Smith

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Every day, the average person is exposed to millions of visual stimuli including hundreds of company logos.

A logo is a unique visual image that represents a company or its products. It aims to create a positive and memorable impression in the minds of the people who see it. In addition, a good logo can make a sale by saying something about the company to customers when there is no sales person present.

Choosing a logo for your business requires much thought and it is essential that you work closely with your graphic designer. Logo design needs your input as well as the designer's creativity.

You have to start with an idea of the image you want your logo to portray, i.e. what you want it to say about your company. Beware though of turning the logo into a metaphor for something. The most memorable ones are usually the simplest - think of McDonald's golden arches, the Apple Computer logo or Nike's 'swoosh'. Less is often more as far as logos are concerned.

Secondly, you will have to decide whether your logo should be an illustrative representation or abstract graphic that represents what your company does, or whether it should be font-based. Alternatively, your logo could be a combination of these options.

Logo colour is very important. Bear in mind that the colours you choose will impact on all your corporate materials. Your logo should also look good in black and white for use in mono print applications or on faxes for example.

Size is also a consideration, as your logo needs to look equally good on a business card as it does on the side of a truck or building. Similarly, make sure your logo is designed for print first and the web second. Do it the other way round and you may find that a design that looks good on a web site appears mediocre when scaled up for use in print.

Choose your logo design carefully as it will have a powerful impact on your business. A great logo lasts and should look good years from now. It also stands out from its environment and from the competition.

As well as building brand–awareness and speaking for your company, a great logo helps you make great sales... provided of course that you have the product and service quality to back it up.

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Credit Card Logos For Your Website

By Shane Penrod

If you own or operate a website in conjunction with your business, consider posting a Visa logo, or even Visa / Master Card logos on your website. Visitors browsing the site will be more apt to linger and shop when they know you offer the convenience of buying on credit cards.

To display Visa or Master Card logos on your site, you will need to apply for a merchant account. This is a special account set up by a financial lender that allows you to accept credit payments via credit and debit cards at your point of sale. For website owners, this is a terrific way to get customers to buy now and pay immediately to avoid the risk of losing a sale or late payment. While some website operators simply have customers dial a toll–free telephone number to make automated purchases, more and more vendors are choosing to open a merchant account to facilitate customer sales online.

It's easy to apply for a merchant account so you can use visa and credit card logos on your website. Simply work with Merchant–Account–Quotes.com so they may find the best merchant account provider for you. Many merchant service providers are waiting to accept and approve your application. When approved, you can start promoting the fact that you now accept credit payments by posting a prominent ad for a Visa logo or combination Visa and Master Card logos. Customers are conditioned for this uniform display, and they will be looking for it when they visit your site.

Make it easy for visitors to find the Visa and Master Card logos. Place them in an prominent area of your website. Depending on your site layout, this area for credit card logos might be somewhere near the top or side navigation bar. Or you might want to put the logos at the bottom of the page if the page is not terribly long, and if you are reasonably sure customers will read to the end and thus find the Visa and Master Card logos.

Another way to promote this service is to feature it in a box somewhere at the side of the home page,

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or on each page of the site. It shouldn't be too large, as though a Visa or Master Card logo were the most important detail of the page. But neither should it be too small, where many hurried customers could easily overlook it. When copying it onto your website page, check before making it live to ensure the graphic image is clear and well defined. A sloppy credit card logo can be a total turnoff for customers in search of professional vendors.

Adding Visa and Master Card logos to your company's website marks you as someone who cares about customers' needs and technologically competent. Find out how you can add these credit card logos to better enable your business to conduct e-commerce while observing contemporary payment trends. Your customers will appreciate the courtesy of credit payment options, and may show their gratitude through repeat business or positive word-of-mouth referrals.

Shane Penrod is the founder of

Specializing in allowing

merchants the ability to shop and compare multiple quotes from national merchant account providers. For free credit card logos, please go to

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