

December 2015

## SELLING LOGO DESIGN SERVICES TO BUSINESSES IS PROFITABLE



Today, custom logo designs are in demand by businesses of all sizes, in all sectors, because they are essential to forging a company's brand identity.

Back in the spring of 2012, *Entrepreneur* magazine contributor Paula Andruss wrote about [brand storytelling](#) as a booming business. "Whether they realize it or not, many companies don't have an accurate sense of how they are presenting themselves to the public," Andruss wrote.

A main part of grabbing attention to tell your story comes from your logo. As *Inc.* magazine points out, your company logo — whether you are a global firm or a small, privately owned company — is more important than you might think. [Good logos](#) not only grab attention but stand the test of time. Moreover, people begin to recognize logos and their associated elements (like color, typeface and shape) even as children.

Regardless of what color or style of message you or your customer might think is effective, Andruss makes a critical point: "To help make the message clear, sometimes an outside perspective is in order."

Most often businesses have a clear idea of what they want to say to customers, but articulating that graphically is another challenge

## UPCOMING EVENTS

If you are attending any of these conferences, please feel free to reach out to set up an appointment or connect with Jay Busselle, Business Development, [jbusselle@ideacustom.com](mailto:jbusselle@ideacustom.com) or [602-690-2595](tel:602-690-2595).

### ASI Show

Orlando, FL  
January 5-6  
Exhibiting and Education Session  
Booth 1352

### PPAI Expo

Las Vegas, NV  
January 13-15  
Attending

### ISS

Long Beach, CA  
January 20-24  
Attending

### ASI Show

February 10-11  
Exhibiting  
Booth 1050

### NBM

Arlington, TX  
March 10-12  
Exhibiting  
Booth 527

### PPAI Expo East / ISS Gear Up

Atlantic City, NJ  
March 16-19  
Exhibiting and Education Session  
Booth 500

## NOTABLE QUOTES

altogether. That's where you come in.

When you add Idea Custom Solutions' custom logo design services to the list of products and services you offer, your customers get quality design, fast turn times and great value. You get solid margins! Then you can provide all the other items that need logos — business cards, brochures, forms, labels, and promotional products.

Look for Idea Custom Solutions' [Custom Creative](#) services under the artwork category in our [IDEA order management system](#) to get started helping your prospects and customers improve their images, along with your profitability in delivering to them the expertise they need.

## HOLIDAYS ARE A HOT TIME FOR PROMOTIONAL PRODUCTS

The December holidays started, for some, the moment the family was excused from the Thanksgiving dinner table. Often consumers and business folk alike spend the first few weeks of the season looking for the ideal gifts to give family members, friends and coworkers.

While gathering up ideas for what will make your holiday gift recipients smile, the Advertising Specialty Institute reminds us not to forget about promoting business.

ASI says that the [good news](#) for resellers of promotional products and marketing services is that "companies are spending more overall on employee gifts than on client gifts," according to Nate Kucsma, ASI's marketing research director. He went on to say that this trend is happening "most likely in an effort to retain top talent in a robust job market when employees have more choices."

ASI also shows that nearly half (46 percent) of all responding companies report that 100 percent of the gifts they give out this season, to both employees and customers and prospects, will have their company's logo on them.

We've read much in the business press about using promo products as employee perks, and even wrote about the topic this fall on Idea Custom Solutions' [weekly blog](#).

But *Forbes* points out that small [gifts are a useful way](#) to keep you at the top of every customer's mind. Moreover, *Investment News* points out that [holiday giveaways](#) tailored to your customers' tastes show that you are listening to them.

That said, some of the classic holiday season gifts — of course we're talking about baskets, drinkware and yummy edibles like popcorn and truffles — also work as another reason to touch base with clients before the holidays hit.

For certain, your best clients and customers are probably worth extra consideration and a special gift above and beyond the norm. But quality promotional products, from stylish metal pens and [neckties](#) to holiday chocolates, can be the perfect warm gesture for the year's end.

At the same time you're playing Santa, we recommend that you check in with your customers to see how you can help them spread their brand . . . and some holiday cheer.



"It is always the simple that produces the marvelous."

— Amelia Barr



"A company is only as good as the people it keeps."

— Mary Kay Ash



"Creative without strategy is called 'art.' Creative with strategy is called 'advertising.'"

— Jef I. Richards



"There are some teams and logos you see, no matter where you are in the world, and you know exactly who they are and what they mean."

— LeBron James

Regardless of how many products you sell to customers or use to promote your own business, Idea Custom Solutions is standing by to [provide the highest quality](#) vector artwork and embroidery digitizing in fast turn times so you and your customers' brands shine.

## INFOGRAPHICS: AWESOME MARKETING TOOLS



When you think about the marketing collateral and advertising tools that help businesses most, what first comes to mind these days are logos, websites, emails, and even print brochures.

But with the rise of social media as a business tool, companies of all sizes have started to realize how consumers and internet users respond to marketing messages. One thing that grabs attention and holds it is a compelling graphic experience. And one of the tools that firms use to reel in eyes and interest is the infographic.

For sure, infographics have been used to illustrate everything from U.S. [trends in home ownership](#), to [baseball fandom](#) and [Halloween costume ideas](#), to what [infographics](#) themselves looked like before computers. There is even an [etiquette guide](#) for businesses and social media out there. Here are some amazing examples that illustrate the [power of infographics](#) to communicate complex data and concepts.

Plus, if an infographic can demonstrate the awesome holiday marketing power of [smooth jazz icon Kenny G](#) just think about what it can do for business!

Looking back to 2013, when infographics first become prominent, serious business publications took note. For example, *Forbes* magazine [wrote](#) that, while not an all-encompassing marketing strategy, that infographics are “a tactical option for executing your content strategy, one of many tails on the strategic marketing dog.”

Cautioning entrepreneurs not to see infographics as either a kitschy trend or something to replace all other graphic marketing, writer Kern Lewis concedes that “infographics are a highly engaging method for presenting your content to your target audience, so when you have the bandwidth to add it to your tactical toolbox,” he recommends you do so.



“Positive anything is better than negative nothing.”  
— Elbert Hubbard



“Space is the [breath of art](#).”  
— Frank Lloyd Wright



“It takes [courage to grow up](#) and become who you really are.”  
— E. E. Cummings



“I’ve learned that people will forget what you said, people will forget what you did, but people [will never forget how you made them feel](#).”  
— Maya Angelou

## EMPLOYEE SPOTLIGHT



If you are considering how to put an infographic to use regarding your product, service or topics related to your line of business that your customers may dig in to, consider the infographic in terms of its [strengths and purpose](#). First, narrow down what you want to articulate. Make sure the research or stats you use are solid. And keep it simple by limiting the size and amount of info you share.

Done right, your business infographic can stimulate questions and stir up needs from prospects and customers that only you can answer for them. And if you need some help executing your concepts in graphic format, you know you can always turn to Idea Custom Solutions and our crew of hundreds of [talented designers](#).

## CLIENTS ARE RAVING

“I wanted a new logo for my business for years and absolutely love, love, love what I got from Idea Custom Solutions! Once my logo was done, I went on to order a business card design and vector artwork. These were done perfectly and the process was so easy. Now I’m looking forward to adding logo design to the list of services I provide my clients. It opens the door for me to get more business from them.”

Kathy Tuite, Owner,  
**An Executive Decision**



**Mahesh Bhoi**  
Unit Supervisor, Quality

In his role with Idea Custom Solutions, Mahesh Bhoi oversees quality for vector artwork services. He’s been with the company since November 2001. One of his fondest memories was when he received an emblem and certificate of achievement for completing ten years of employment. He was recognized in person by Chief Executive Officer Ken Swanson during a ceremony.

Manesh thinks that people outside of Idea Custom Solutions should know that our company is a huge ocean of knowledge.

Personally, he would like to be known for his hard work and for being a good person. He says team members are always surprised when he finally takes time off. “Apart from everything, I am quite a disciplined person and whatever I do, I do it with all my heart and complete the task.”

Outside of the office, Mahesh is very much a family man who likes to spend time with his wife and children. He enjoys photography and visiting historical places. On his wish list are countries like Sri Lanka, Australia and the Philippines.

## DESIGN SHOWCASE

### Embroidery Digitizing



### TWEET THAT!

Let Idea Custom Solutions help you find content for social media:

### PROMOTIONAL PRODUCTS

Many top businesses boost their brand and reward employees with

[Tweet That!](#)



<http://goo.gl/RFQ5WC>

If you have any designs created by our team that you would like to share in this newsletter, send them to us at [marketing@ideacustom.com](mailto:marketing@ideacustom.com)



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