

# PANAMA CREATIVE

THE WEB. AND MORE.

## Our Logo Design Services

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### ABSTRACT

An insight about how Panama Creative can assist you creating your new or overhauling your existing company logo.



## What we can do for you

Creating trust and confidence is one of the most vital factors when addressing your target audience online in the Internet.

Building the right brand for your company supported by your corporate identity - notably and clearly by your company logo - unmistakably is the very first and most important step in building your online presence, before going into any further design details, such as websites, brochures and other auxiliary online & offline material.

The success of your products and services correlates with the way you present yourself, supported by the strongest presentation asset you have: your company logo. Knowingly or not, either way your clients assume your corporate identity as a mirror of your company culture, with your company logo leading the way.

Making a first impression and opinion about your company, products & services can be a matter of only very few seconds, when your potential customer has his first visual contact with your online or offline presentation, accentuated and framed by your corporate identity. At this point, presenting a low quality or meaningless or inadequately old-fashioned or unprofessional logo will cause inevitable damage, e.g. by turning your website visitor into a skeptic or uninterested onetime visitor, rather than converting him into a returning potential prospect.

Building your brand - by creating your company logo as one of the very first steps - is often misunderstood as just another irksome compulsory task, where in a most careless and non-analytic approach a random graphic is often simply be combined with the company name "just in a nice way"; in worse cases additionally glutted by a meaningless company slogan; and finally proudly presented as "the new company logo".

Avoid this, reconsider and evade potential damages, which are caused fast but are hard to repair or compensate in the long run! Treat the creation of your brand and associated logo just the way you treat your company, business and clients: attentively, precisely and supported by a strategic approach. Spending time and money on the creation of your company logo will pay back in the long term.

We create strong brand logos for start-ups and companies in re-branding or re-positioning phases. Our expertise is joining graphic design as a vital role in creating positive customer impression and evoking emotional feelings on the one hand, with long-term strategic goals corresponding to your company culture on the other hand.

## The Workflow

Panama Creative appreciates and emphasizes personal customer care. We are listening to your needs and expectations attentively and carefully, before going into any actual design work.

We will work closely together with you, in a constant personal communication environment either by personal meetings, phone or email, to elaborate your individual needs, requirements and expectations for your company logo. Once these have been discussed; our designers and engineers are commonly creating 2-3 different initial logo design drafts for a first presentation to you, typically available already only a few days after the briefing has been consigned. At that time we will have another conversation with you, to see which of these drafts are leading the way to satisfy your goals.

From then on, our designer will stay in permanent contact with you and will keep you informed about all processes and proceedings, until the goal of creating your new company logo has entirely been accomplished to your full satisfaction.

## Samples

To see some samples of company logos created by Panama Creative please visit [www.panama-creative.com](http://www.panama-creative.com) and check the portfolio links.

## Pricing

The associated costs for our design services clearly depend on the actual extent and scope of your requirements. For an initial cost estimate, please submit an online quote request at [www.panama-creative.com](http://www.panama-creative.com).

## Contact

Please either visit us at [www.panama-creative.com](http://www.panama-creative.com) or send us an email to [service@panama-creative.com](mailto:service@panama-creative.com).