

Logo Design – Melbourne, Flemington

Identity Creative are the specialists when it comes to logo design; as some businesses and other designers outsource most of their logo design to cheap overseas logo design websites - our procedure is to meet with the client face to face to work out the past and present business aspects, as well as work with them along the journey of providing a strong brand and message to encapsulate into the final logo design.



Our aim in our logo design is to communicate within the logo some sort of reference, expression, or message which is associated with the business and/or product. This is what gives it its 'individual' feel or 'fingerprint'. This is very important, as with any business, that their marketing is not associated with any other design. Because if your logo or branding is confused with something else your business may be referenced to be something that is totally of the mark.

Your logo is your symbol. It is what you stand for and it captures your business in a nut shell.

A great logo should be able to last 10 years or more, with only minor adjustments over its term. Too many businesses change their logo every 2-3 yrs, which gives a very confusing message for the audience and consumers.