

DO YOU NEED A NEW LOGO?

LET'S GET STARTED

#designbywalamark.com

wm.

YES NO KINDA

DID YOU HIRE SOMEONE TO DESIGN YOUR EXISTING LOGO?

YES NO

ARE THEY A PROFESSIONAL DESIGNER?

YES NO

DID YOU PAY FOR THE WORK IN BEER?

NO YES

WELL DONE.

DOES YOUR LOGO CONTAIN CLIP-ART?

YES NO

WAIT, CLIP-ART IS A BAD THING?

ARE YOU NOW, OR HAVE YOU EVER BEEN A PROFESSIONAL DESIGNER?

YES NO

HAVE YOU CONSIDERED HIRING A PROFESSIONAL DESIGNER?

YES NO

ARE THERE REASONS YOU HAVEN'T HIRED ONE BEFORE?

NO YES

DESIGNERS HAVE NO CONCEPT OF REALITY AND I MIGHT SCREAM IF THEY TRY TO TELL ME THAT ART IS IMPORTANT TO BUSINESS.

DESIGNERS ARE TOO EXPENSIVE.

A DESIGNER MIGHT BE ABLE TO DESIGN A LOGO AND MAYBE A BUSINESS CARD, BUT THEN I'LL NEED TO FIND SOMEONE ELSE TO DESIGN MY WEBSITE AND MY ADVERTISEMENTS, AND ANOTHER TO DESIGN A BROCHURE...

IF YOU COULD GO TO ONE DESIGN FIRM TO GET ALL THIS AND MORE, WOULD YOU?

YES NO

COMPARE YOUR LOGO TO YOUR COMPETITORS... WOULD YOU HIRE YOURSELF?

NO

WAS IT A FRIEND OR FAMILY MEMBER?

YES NO

YOU'RE RIGHT. I NEED A NEW LOGO.

BE HONEST.

YES, MY LOGO IS COMPLETELY ECLIPSING THE MEDIOCRITY FOUND IN MY FIELD.

DO YOU THINK A MORE PROFESSIONAL LOGO, WEBSITE, AND ADVERTISING WOULD INCREASE BUSINESS?

NO YES

ARE YOU AN INTERNATIONAL SPY TRYING TO KEEP A LOW PROFILE?

YES

YOU PROBABLY NEED A NEW LINE OF WORK.

NO

ARE YOU JUST SAYING THAT?

YES NO

OK, WE GET IT. *WINK* CARRY ON.