

Why Not Upgrading Your Logo

Could be damaging to
your brand



Why Not Upgrading Your Logo Could Be Damaging to Your Brand

As a business owner, you know the importance of having a strong brand. Your logo is a crucial element of your brand identity, and it's often the first thing that potential customers notice about your business.

The Risks of Not Upgrading Your Logo

Search rank penalty - If your logo's tagline or font is too small, which is a factor in your readability score, it can impact your search engine rankings. You want to make sure that your logo is easy to read and stands out in search results.

For a positive user experience, Google has a preferred minimum font size of 16pt. The text under small logos may often be 8pt, which is old school. Create a version where your byline is separated so it's readable.

Losing relevance - If your logo looks outdated or doesn't reflect your current brand identity, it can make it difficult for customers to connect with your brand. Your logo is a visual representation of your brand, and if it doesn't resonate with your target audience, they may perceive your brand as dated and irrelevant. If your logo looks outdated, maybe your products are too?

Before



After



Above: We made a version of the ProGuides logo that took out the small font and website address to make it look cleaner and easier to read.



Falling behind competitors - If your competitors are updating their logo, failing to keep current so can put your brand at a disadvantage and make it harder to look like a top dog in a crowded marketplace. By refreshing your logo, you can look sharp stay ahead of the game.

Limiting brand growth - A logo or byline that gives outdated cues about your services offering can limit your brand's growth potential. If your logo doesn't accurately represent your current proposition, it can make it harder to make inroads into new markets or reach new customers.

Damaging brand perception – Cheap or dated logos can be embarrassing for business development staff and make it harder to build trust with customers. You don't want to be recognizable for the wrong reasons. Using a generic template or a cheap logo design company that doesn't produce original designs is akin to shooting yourself in the foot.

Inconsistent branding - If your logo doesn't tie in with the rest of your brand's visual identity, it can create confusion and inconsistency in your branding efforts. If your website, marketing materials, and social media are modern, but your logo is outdated, it can undermine your efforts and hurt your brand's reputation.

Before



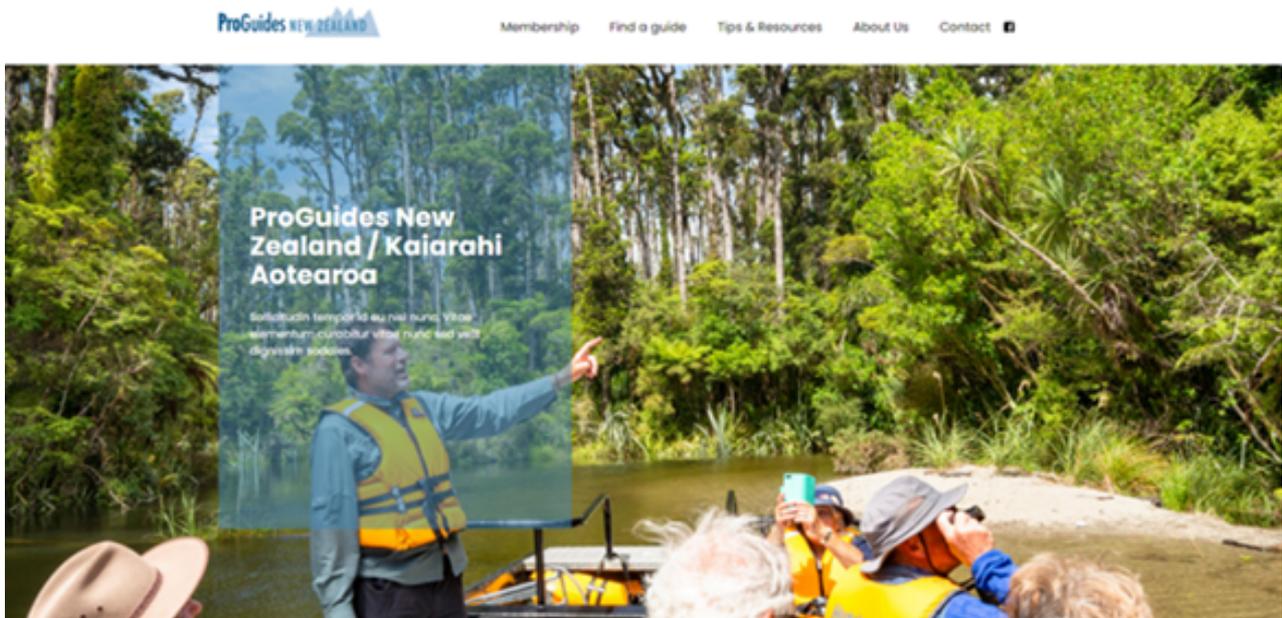
After



Before



After



Above: Top image - the ProGuides website with the old logo and byline and bottom
Bottom image - the updated logo and new website.



Why Upgrade Your Logo?

By upgrading your logo, you can ensure that your brand is effectively communicating its message to customers and staying relevant in a competitive marketplace.

Here are some benefits of upgrading your logo:

- Reposition in the market
- Stay relevant and modern
- Attract new customers
- Stand out from competitors
- Build trust and credibility
- Create a more distinctive brand identity
- Brand awareness for expanding into new markets
- Increase brand recognition and recall
- Reflect an edited entity after acquisition or merger

If your logo looks outdated or doesn't accurately reflect your brand's values and message, it could be damaging to your brand's reputation and hinder your growth potential.

Refreshing your logo can help your business stay relevant in a competitive marketplace. The average time between logo upgrades is 7 years. When was yours last attended to?

We actually designed the first Croys Accounting logo on the left as a modern take of a finger on a button, and then redesigned it some 15 years later in 2023 to reflect a repositioning and new product offering for the new owner.

Before



After





Pitfalls to Avoid When Upgrading Your Logo

While upgrading your logo can be a beneficial and exciting process, it's important to avoid common traps that can lead to a poorly designed logo that doesn't resonate with your target audience. Here are some pitfalls to avoid when upgrading your logo:

- **Changing too much:** While it may be tempting to completely overhaul your logo for well-recognised brands, it's important to ensure that your new design still reflects your brand's identity and values. Changing too much too quickly can confuse customers and make it difficult for them to recognize your brand. However, in some cases such as Croys above, the new owner who was ex Deloitte wanted to clearly show it's a new era and incorporate technology consulting into the product mix. The original of a finger on a button migrated into a fresh breezy abstract symbol that could still encompass rural accountancy.
- **Ignoring your target audience:** When upgrading your logo, it's important to consider how your target audience will respond to the new design. Failing to do so can lead to a design that doesn't resonate with your customers or that doesn't effectively communicate your brand's message. The above transition for Croys is brave. However, staff and clients could still see some heritage with the font, and recognise a contemporary take rural aspect business performance as well as crops and ploughed fields in the new logo.
- **Not considering scalability:** Your new logo should be able to adapt to different sizes and formats without losing its impact or clarity. Failing to consider scalability can result in a logo that doesn't look good across various mediums, such as on social media or in print. You may have a super simple icon for web favicon (on the browser tab), a horizontal version with no byline for your document's footers and website signage and your full versions for email signatures and covers.

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- **Using trends without considering longevity:** While it can be tempting to incorporate trendy design elements into your new logo, it's important to ensure that the design will still be effective and relevant in the future for 7 years or more. Using trends without considering longevity can result in a logo that quickly becomes outdated.
 - **Failing to test and iterate:** Before finalising your new logo, it's important to test it with your target audience and gather feedback. Failing to do so can result in a logo that doesn't resonate with your customers or that doesn't effectively communicate your brand's message.

At Alexanders Digital Marketing, we support you to avoid these common pitfalls by taking a thoughtful and strategic approach to your brief, collaborating together ensures that your new, refreshed, or redesigned logo reflects your brand's values and message, resonates with your target audience, and can be used across various mediums and platforms.

After all, your logo is a crucial element to your business and needs to be effective and impactful. Contact us if you want an independent comment on your logo.

Alexanders Digital Marketing logo versions over the last 26 years.

During this time the business has evolved, and the theme of the 'x' has been played with as a constant symbol for the business. I even had a cheesy number plate XF4CTR for a while, lol!

1997

The first version of this was actually *Alexanders of New Zealand*, as I planned to launch a premium merino knitwear brand, but I made an 'advertising' variant. (I did launch the knitwear company in 2004 but the advertising agency was a more robust business, as margins on knitwear were lean – made in China was only an option for large volume then). I opted not to continue with the knitwear, paid all my bills, and here we are today still in marketing and still nimble!).

1997

ALEXANDERS
advertising

2005

alexanders
advertising

2011

alexanders
internet marketing

2016

alexanders
digital marketing

2023

 **ALEXANDERS**
DIGITAL MARKETING



ALEXANDERS
DIGITAL MARKETING



ALEXANDERS
DIGITAL
MARKETING

The horizontal version on the previous page is for our website and the above versions are options for reports and where we have more space.

In 2023, we developed an animated version of this X, showing a bit of spin and a John Travolta pointy X arm that looked like an arrow shooting up, demonstrating our enthusiasm and readiness for action!

Our animator made a small version for the electronic signature on emails. Good to have a modicum of fun with it...

Feel free to book a 20 minute meeting with us if you're ready to have a bit of fun with your logo.

[Book a
discovery call](#)



[Logo Design](#)



[Graphic Design](#)



Rachel Alexander

Rachel Alexander is CEO of Alexanders Digital Marketing. Based in Christchurch, Alexanders services clients from Invercargill to Auckland supporting them with web design and marketing, Analytics, Google Ads, SEO and marketing projects.



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