

# DOWNLOAD PDF NAMING YOUR BUSINESS, DESIGNING A LOGO, AND GETTING INTO PRINT

## Chapter 1 : Benefits Of Custom Logo Designing For Embroidery And Screen Printing

*Logo Maker Reviews "Amazing! I'm so thrilled with my logo. I'm not the creative type but with your logo maker app I surprised myself and created a beautiful design for my new business.*

Each name offers its own unique benefits, which is important so that your business name stands out. A business is often only successful once its name is successful. A memorable, brandable business name is the key to building a high profile brand, and at Brandroot we provide that. Visit our resources page to learn more about the natural aspects of a business name and how the right one can jumpstart the success of your new business. Your Business Name Is a Marketing Decision Brandroot is the best service on the web for business owners or entrepreneurs who need to find the perfect business name for their new or existing venture. Our website hosts over twenty two thousand awesome business names and every single one listed on the website is verified by our experts for marketing potential. That means when users look through our business name ideas list they find domain names that lend themselves to all subsequent marketing campaigns a business might take. At Brandroot, users find domain names with potential. When users browse through our enormous inventory, they are able to search by several metrics, which is enormously helpful when considering marketing campaigns, popularity which should also be a huge consideration, length, and price. Brandroot serves businesses of all sizes and kinds. Searching Names By Strength Perhaps our most beloved feature by users is the search capability and the results. When browsing our business names, users can actually see keywords that are being sought out so they can get an idea of how to situate their business within the buzzing world of online business. This is an extremely realistic and practical method of looking for business names. Each list of naming ideas is also sorted by popularity, which changes constantly with the startup landscape. If you are asking yourself whether Brandroot can help your business, ask the following questions: Do I need a good business name? Can I improve the business name I currently have? If you are a business owner, you will likely ask yourself these questions, or will eventually. Looking for the best business name idea list on the web? Browse thousands of available business names! List all of your competitors and figure out what naming types they are using. Find names for your company that you like, which also correspond to the types of names your competitors are using. You should have several different types of names to choose from. It is important to get a visual view of each name. If you can, get simple logos made for each one. Present them to anyone you know and take note of their feedback. You will likely narrow down your list to the strongest and most appropriate. Many companies choose a name for themselves too quickly. This results in expensive renaming and rebranding. You might fall madly in love with your new name idea but is it temporary or is it lasting and true love? Let it sit for as long as possible and run it by as many people as possible before committing your business to it. Take it slow if you want a winning name. Creative and successful business names most often are unique and unheard of prior to the name being brought to market. Some of the most popular business names in the world are invented words coined by the company. It is for this reason Brandroot focuses only on offering brandable and one-of-a-kind names for businesses looking for a name. Each name is screened for intrinsic values and listed only after extensive consideration. Enter your email and choose any categories from the list provided.

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## Chapter 2 : Tailor Brands | Small Business Branding Solutions

*Enter your company name into the logo maker and select your industry from the given list. Click "Show My Designs" to get tons of free logo design templates. Pick one from the list of symbols and now you're ready to customize your design.*

Create a logo design with our free logo maker. How To videos 1 to 2 logo colors are best Fonts should be easy to read at any size. Design your logo for digital use then print. Consider background variations with your colors. Make sure your logo can scale. Go easy on effects. Logo symbols have longer life than images. Negative space should match your brand promise. Vector files scale to any size. How do I select and change text? Click on any text box to select it. Once a text box is selected you can change colors, fonts, or adjust the size and shape of the text. The text box can also be moved by clicking and dragging the box on the screen. How do I change my symbol? Simply search for or browse symbol categories to find new symbols. Select a new symbol by clicking on it in the search results on the left to add it to the canvas. How does the Alignment Mode tool work? Click the tool once to turn alignment mode on. Then click and drag any element in your logo. To turn off alignment mode, click the Alignment Mode tool a second time. For more help, visit our Support Center.

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## Chapter 3 : Design Entrepreneurship: Keys to Starting a Graphic Design Business

*After creating your own logo, you're one step closer to getting your idea out of your head and into the world. We can't wait to see what you do next! Read our blog to sharpen your business and design skills.*

If you want the logo to appear somewhere on the envelope other than the return address area, that option is available. Word also gives you the ability to save the envelope you design with the logo as a template. Create the Envelope Open Microsoft Word to start a new, blank document. Click the "Mailings" tab, then click the "Envelopes" button on the "Create" panel located on the left side of the ribbon. Type the delivery address in the text field at the top of the Envelopes and Labels dialog box and type your return address in the text field below it. Click the "Add to Document" button to insert the envelope into the open Word document. It will appear as a separate section at the top of the document window. Add a Logo to the Envelope 1. Click the "Insert" tab and select the "Picture" command. Highlight your logo graphic in the dialog box and click the "Insert" button to add it to the upper left corner of the envelope where you placed your cursor. Click and drag one of the corners of your logo to resize it if it is too large or too small for the envelope. Double-click the logo to open the "Format" tab on the ribbon. Click the "Position" button to access a drop-down menu of different picture positions and text wrapping options. Select the "Top left with square text wrapping" position to line the logo up precisely with the return address in the upper left corner of the envelope. Select "More Options" from the Position menu and "In Front of Text" if you want to position the logo somewhere else on the envelope that is not relative to the return address text. Use the "Save As" command under the File tab to save the document that contains the envelope. If you select "Word Template. DOTX " as the file format in the Save As dialog box, you can create an envelope template and re-use this envelope and logo design multiple times. Tips When creating an envelope you plan to save as a template, put a generic delivery name and address as placeholders on the envelope rather than a real name and address. The default envelope size for new envelopes is a No. If you need to change this, use the "Options" command in the lower right of the Envelopes and Labels dialog box, or click the envelope thumbnail picture in the dialog box, before you click the "Add to Document" button. In Microsoft Word for the Macintosh, the addresses on the envelope appear inside text boxes, which are graphic objects.

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## Chapter 4 : Create and print your own business cards in Publisher - Publisher

*Only one promo code can be used per order. Savings will be reflected in your shopping cart. Discounts cannot be applied to shipping and processing, taxes, design services, previous purchases or products on the Promotique site, unless otherwise specified.*

You need to know what you want to communicate. What kind of brand are you, as an individual or business? What do you want your business card to say, not just with words, but with the design? Taking a few minutes of reflection about your personal brand will help with some business card design questions down the line, particularly when it comes to displaying your personality. Just follow the 7 steps below to determine which business card design would work best for you. If, however, you want to learn about all your options, even outside-the-box strategies, keep reading. As printing techniques grow more advanced and affordable, professionals have more room to explore alternative shapes. The printing technique of die-cutting allows you cut out any shape you want and still print in bulk. On the conservative end of the spectrum, you could simply round the corners for a friendlier business card. But if you really want to be playful or stand-out, you can use virtually any shape: Business card by Stanojevic for Cireson. You can even build your entire business card theme around clever cutting. Whether or not to use creative shapes depends on the image you want to convey. Special shapes make you seem more fun and help you make an impression, but can have an adverse effect on more formal industries. Business card by sashadesigns for STIR. You may want to revisit the option of die-cutting after finalizing your design in step 6. For example, some companies such as STIR above like to die-cut areas of their logo. Choose your size Your next decision is the size of the card. Even if you plan to stand out, you have to know what everyone else is doing to go against it. Bleed area, trim line, and safety line on a standard U. While these areas vary depending on the size and printer, a safe bet is to set the trim line at 0. From there, set the safety line at 0. Add logo and other graphics Now we begin plotting the visual elements of your business card design, first and foremost the logo. Your logo should take center stage on your business card, although other flourishes and secondary graphics can sometimes be useful as well. One strategy is to dedicate one side of the business card exclusively to the logo, while the other side showcases the contact information of the person. This is just one strategy of many, though, so feel free to experiment with logo placement until you find one for your tastes. Even if your logo is simple or text only, any related imagery serves the same ends. Additional graphics work well for showing off your brand identity. For example, if you want to seem casual or approachable, a cute cartoon and some bright colors would do the trick. Another increasingly popular trend is to instill interest and curiosity by leaving a little mystery. Add necessary text What your business card actually says depends on you. Work-from-home freelancers may have no need for a postal address, while professions that consult face-to-face require it. Or maybe its a strategic choice, such as drawing attention to your impressive social media following. The point is, different people benefit from different text on their business cards. So the next step is for you to decide what to put on your business card. Below is a list of some common choices, so you can decide which to include and exclude. Name " A given. Every card needs a name. Company name " Another given, except for personal brands, in which case your personal name is your company name. Job title " For traditional cards, include your job title. This also helps remind the holder of who you are, what you do, and even how your met. Phone number " Even if phone is not your preferred method of communication, it is to some people. Email " A business card staple; email is the new norm for non-urgent business communications , partially because it allows sending documents as attachments. Social media " If social media is relevant to your field, or you just want to show a bit of your personality, include social media links. Address " Necessary for drawing customers into your office or store location. QR code " While not as popular as years past, a QR code is still a viable shortcut to transferring whatever data you desire. Slogan " Completely optional, a slogan helps with brand identity and adds a little personality. People may already know your number, address, or URL, but keep your card handy in case they

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forget it. Choose your typography A geometric business card design by HYPdesign. Once you know what you want to say, you can choose how it looks. To maintain readability, you want all your text to be at least 8 pts. However, you want your most important elements like your name to stand out, so feel free to vary the text sizes. A clean and modern sans-serif, an individualistic and elegant script or a classic and timeless serif font? Below are some examples of what different font styles bring to the table. Go Mint Consulting business card design by Arthean. Business card design by Jecakp for Conejo Construction. Staying on-brand, choose text colors that go well with the background color of your card, which should also be a brand color. Similar colors may look nice together but can be hard to read, so experiment with contrasts for legibility. The golden rule for typography is to prioritize legibility over all else. Certain printers offer special finishes that can go a long way in making a lasting impression. Business card by sashadesigns for Whissel Realty. Rather than raising the paper, letterpress printing pushes the paper down while inking it. The result is something like an engraving, typically with special ink to draw further attention. Especially useful for letters, giving your words a heightened gravitas. If you want something shiny and reflective like tin foil, you can apply foil stamping to images or even just parts of images. A lot of cards have a sleek varnish to create a sheen and smooth texture. Spot UV coating is the same thing, except only applied to certain areas. That means you can apply a gloss on only your logo, specific graphics, or even a word or phrase. Use it when you want to accent certain areas over others, but be mindful of how it affects the overall composition when only a portion is shiny. Business card design by green in blue. You can look for a local freelance designer or search on a platform like 99designs for a designer with the right style and experience. Finalize your design With all the elements in place and an accurate prediction of your final color choices and special finishes, you can reevaluate your design to make sure everything works. First, examine the visual flow: What do you notice first? You also want to clear out as much clutter as you can. Is all the information necessary? The fewer the remaining elements, the more impact each makes. Is the text legible? Do the colors clash? Are any elements too close to the edge? You want to use vector images in case you need to change the size, and PDFs are readable by practically every printer. Advanced techniques

“The eight steps are all you need to create a fully functional business card, but if you want to go the extra mile, consider these more advanced tips: Stand out with a clever idea. If your industry allows some whimsy, you can employ more experimental strategies for separating yourself. Saleular business card by ivdsgn. Borders may seem like a smart aesthetic choice to frame the content of your card”and they are, in theory”but the prevalence of cutting mistakes means borders do more harm than good. With borders, tiny mistakes in cutting are exaggerated and bring down the whole design. Save money on colors. You can cut out a chunk of the cost just by using only one or two colors. The more colors you add, the more the price goes up, and a smart designer will know how to make one or two colors look just as good. Some people are handed cards every day, so you need yours to both stand out and paint you in a favorable light. Spend ample time coming up with the perfect design and then find a skilled designer to turn your vision into a reality. Work with one of our talented designers to create the perfect one for you!

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## Chapter 5 : How to design a business card: the ultimate guide - 99designs

*Professional Logo Design - Use our Logo Maker to create perfect logo for your business Enter your company name and tagline/slogan below so that our logo design tool can create logo designs for you.*

At StickerYou, we make it easy for you to make perfect customized labels for just about anything you need! Whether you need business labels that are permanent, temporary or even labels that show if a product has been tampered with, StickerYou can customize them into any shape, size, or color for your all your business needs. Using our library of designs or your own, StickerYou has label templates that allow you to create your own custom CD labels for any occasion! Clear Labels Want your custom labels to have a sleek and modern look without breaking the bank? Create beautiful stickers with a clear backing that can be customized with any color or logo. Custom Labels StickerYou lets you create the perfect custom labels for any type of product, gift, tag, or office supplies. Our design tool lets you make your custom labels as precisely as you need! Perfect for sending gentle reminders to guests, or for adding your personal flair to the big day! Get the perfect custom size and shape for your logo or nutritional info for any bottle, jar, or even keg. Our custom food and drink labels can be made to withstand any temperature or adhere to any type of surface. Glossy White Vinyl Labels Get a high-quality professional look for all your gifts, products, and supplies. Our glossy white vinyl is durable and removable, meaning your customized glossy white vinyl labels look great anywhere, on anything, at any time. Perfect for making sure your contact info is not only stylish but easy to read. Our custom home labels are also perfect for organizing anything in your home and office, to ensure all your closets or filing cabinets are accessible and spiffy. Use our cartoon templates, or use your own artwork to create name labels you can iron on to clothes or stick on school supplies. Also great for creating custom labels for Tupperware with any allergy or dietary restrictions! Lip Balm Labels Lip balm comes in a variety of styles, and so should their labels! StickerYou lets you create labels with your personal logo to fit any sized lip balm. So, if you create lip balm for your business, or your business uses lip balm in creative marketing, StickerYou has your lip balm and lips covered. Matte Labels matte labels give your products or gifts a soft and subtle finish, without compromising the boldness of your logo. They also allow you to write any additional information your label may need! Packing Tape Let everyone know exactly where their package came from with custom packing tape! Branded packing tape is perfect for anything you send to clients and customers. Your brand and products will look great inside and out when decorated with your very own customized packing tape. Roll Labels Roll labels are the perfect way to get a large quantity of custom labels to add the finishing touch to corporate or personal merchandise. Available in a wide variety of materials, our roll labels can be customized with any shape or color, so your logo always looks the way you want and can be stuck anywhere you want. How do I know which label material will be best for my product? Our general rule of thumb is: Stickers and decals are normally a single graphic of a logo or a graphic, whereas labels contain information on them as well. As with all our products, satisfaction is guaranteed. How will you know the exact size label I need for specific products like lip balm? Our online sticker editor has certain commonly used sizes based on the product you need them for. Things like CDs and plastic water bottles are pretty much always the same size, so we know our default label size will most likely work for you. My kids are pretty active, how are their clothing labels going to stay on their stuff? Should I be buying labels without minimum quantities instead? The only products we require order minimums for are our roll labels. Having order minimums also allows businesses to buy in bulk to save money. Our other labels have no order minimums, which allows customers to get a sample of their labels before they decide to order more. We believe in paying for exactly what you want, so some customers who only want one sheet of labels will only pay for one sheet of labels. Having no minimums on these orders also ensures none of our materials go to waste.

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## Chapter 6 : List of 25, Available Business Names | Brandroot

*If you use your own image and design elements on your logo design, the entire process is free. Otherwise, you can browse our library of layouts, created by our team of awesome designers, and in a few simple clicks, you can create a fully customized logo for your business.*

The business cards that you design in Publisher can be printed on your desktop printer or taken to a commercial printer, depending on your needs: You may want to take your design to a commercial printer if you have to precisely match a specific color, if you need a large quantity, or if you need precise alignments or folds. Commercial printers have sophisticated machinery and offer a variety of papers, inks, varnishes, and other options. You can get great results with a desktop printer, too. Using a desktop printer gives you the flexibility to change your business cards at any time to better fit your needs. Most office supply stores carry prescored card sheets in a range of colors and specialty papers that have preprinted designs. No matter how you choose to print your business cards, remember to include these basic elements: Your company name and logo Your name and title Your mailing address and phone and fax numbers Your e-mail address Top of Page

Create a business card It is easy to get started by selecting one of the business card designs that are included with Publisher. In the Business Cards catalog, under Installed Templates, click the design that you want. If the product that you will be using is not listed, follow the procedure below. Under Customize, do the following: Select a Color scheme and Font scheme. Click the drop-down menu under Business information and click Create new If you have a Logo, click Add Logo. Under Options, do the following: Select a Page size - Landscape or Portrait. If you want to include a logo, check Include logo. Using Publisher or Publisher ? In the Publication Types task pane, click Business Cards, then in the Business Cards catalog, click the design you want. Choose any options that you want, such as color scheme, business information set, or whether you want portrait or landscape orientation. In the Preset Page Size dialog box, scroll down to the Business Cards section, find the specific manufacturer that you want, and then click its name. For more information about setting up a custom page size, see Custom Page Size dialog box. In the Page Setup dialog box, scroll down to the Business Cards section, find the specific manufacturer that you want, and then click its name. Click the specific page size that you want, and then click OK. Before you print on your card stock, practice with some plain test sheets to make sure your business cards are printed the way that you want. Add your text To replace the placeholder text with your own text, click the placeholder text and then type. If you stored your business contact information in a business information set, and you select a business information set, it will automatically populate your business card. To edit your contact information or replace your business contact information with a different business information set, click Business Information on the Edit menu. Change the size of text In most cases, the text is resized automatically to fit within a placeholder text box. However, you can manually adjust the text size. Click the text box. Select the text, and then choose a new font size from the Font Size list on the toolbar. Replace a placeholder logo with your own logo Click the logo placeholder, pause, and then click the placeholder picture again to display the Insert Picture toolbar. In the Insert Picture dialog box, browse to the location with the logo that you want to insert into the publication, and then double-click the picture. Publisher will automatically size the image to fit. If you have included your logo in a business information set, and you select that business information set, the logo is added to new publication automatically. Click the logo placeholder, pause, and then click the placeholder picture again to display the Picture toolbar. On the Picture toolbar, click Insert Picture. Create a two-sided business card The back side of your card is a great place to add information to make it easier for customers to do business with you. You might want to include any of the following: In the Pages navigation pane, right-click the existing page and select Insert Page. On the Insert menu, click Page. In the Insert Page dialog box, click After current page, and then select any options that you want. For example, if the second side of your card will display the company motto, you may want to click Create one text box on each page. If the second side will include a translation in

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a different language, you may want to click Duplicate all objects on page, so that all of the colors, graphics, and text are available on the second page. Add the text, images, and other information that you want to appear on the back of your card. When the back side of the business card looks the way that you want, save the file. Before you print your two-sided business cards

If you are printing two-sided business cards on your desktop printer, test your design on plain paper first, for the following reasons: This is especially true if your printer does not support duplex printing and requires you to manually reinsert the paper to print on the second side. To be printed correctly, front to back, the page margins of your card layout must be even as they are in the default layout of 10 copies per sheet. If you have customized the spacing for margins or gaps, or if you have changed the Copies Per Sheet setting, the fronts and backs will be harder to align. Print business cards on a desktop printer

Open the business card document that you want to print. Load the printer with the paper that you want to use to print a test sheet. Under Printer, choose the printer that you want to print to. Under Settings, go to Pages and select either One page per sheet or Multiple copies per sheet. If you selected a page size for a product from a specific manufacturer, the options for that product are already set up. On the File menu, click Print. On the Publication and Paper Settings tab, choose the printer that you want to print to. Under Printing options, click One page per sheet or Multiple copies per sheet. The wizard collects information about your printer to help you determine which way you should insert the paper to test your publication. This is helpful even if you are printing a single side of a publication. Click Print to print a test sheet, and then make any adjustments that you want. Publisher will automatically set up your business cards to be printed correctly, whether they have landscape or portrait orientation. Unless you customized the size of your card or chose a specific product from a manufacturer, Publisher defaults to the standard business card size of 2 inches by 3.

Change the number of copies per sheet To change the number of copies that are printed per sheet, do the following: Under Pages, Select either One page per sheet or Multiple copies per sheet. If you choose the Multiple copies per sheet option, you can change the number of copies per sheet by changing the Copies of each page. Select either One page per sheet or Multiple copies per sheet. If you choose the Multiple copies per sheet option, you can change the number of copies per sheet by changing the margin and gap settings under More print options. Business cards are a key tool in those efforts. A business card is also invaluable in building and sustaining word-of-mouth marketing. Offer business cards to your customers every time you see them, not just the first time. Give business cards to every person in a group, not just the boss. Hand out two cards, not just one. Ask the recipient to pass the extra one on to someone else. Enclose two cards with every letter, birthday or holiday card, and thank-you note. Include two cards in every media kit.

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## Chapter 7 : How to Get Your Logo Printed on Your Own Clothing Line | calendrierdelascience.com

*Your logo should portray the nature of your work. You would not like if your business sells imported t-shirts and your logo is more into branding a local sewing industry. For such reasons, the designs should be specific and total representation of your work.*

All of our logo templates and vectors are created in-house. Customizing your logo is incredibly easy thanks to our intuitive builder interface. No need for clunky software! All of your logo files are delivered in high resolution dpi format. Once you are done your design you can save for further editing or download instantly with the click of a button. Should you have any questions or encounter and any issues our team is here to help. Contact us for more logo inspiration and ideas. Should you have any questions check out our FAQs or contact one of our friendly support staff. How long does it take to design a logo? You can have your company logo designed and ready for download in less than five minutes. Try it for yourself. Our logo design solution was built with users in mind such as yourself. Thanks to our onboarding process and beautiful logo templates anyone can design a professional logo. Where can I use my logo? Your logo files are optimized for web and print. You can use your logo on business cards, your website, across your social media, merchandise and anywhere else you can think of. Logo Maker Reviews "Amazing! I will recommend you to all my friends. My logo design turned out beautifully. I have already printed business cards, got my IG account up and will be printing large banners for an upcoming trade show. Creating my logo was so much fun. We are launching our second business soon so you can count on me on using your logo generator again.

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## Chapter 8 : Free Logo Maker | Design A Logo Online | GraphicSprings

*Your business name will affect your logo design. If your business name is "D.C. Jewelers," you may wish to use a classy, serif font to accent the letters (especially if your name features initials).*

Help me name my design business! Get our weekly gig lists packed with the best freelance jobs and learn from some of the best minds in freelancing. But first, a little back story: When I got laid off last February after 5 years with the company, I was devastated. I loved my core coworkers. And then—literally the next day I started looking for another full-time job. I attacked looking for a job. I signed up on all of the major job sites, the design sites, and polished my LinkedIn profile. I applied to maybe 30 jobs in the next month and received 2 interviews. It was in those two interviews where I showcased my portfolio that I realized I had almost nothing to show for 5 years of my career. I had more work from college than I did from my previous company. So I did what any rational, broke-and-unemployed, scared twenty-something designer would do. Being the big proponent of continual education he was, he obliged. I mentioned that I loved her work and hoped one day to get the opportunity to create infographics myself. It was, and we continue to have a great relationship today. It was a legit post and I got the job! The website turned out fantastic. Around that time I started posting my design work on my Facebook profile. So what do you do? My friends and family ooh and aah over my work and tell me how wonderful I am. AND, an ex-coworker asked me if I were interested in an ongoing relationship with a friend of his that needed design work for the San Jose, California Zoo. A month ago nobody wanted me for a full-time job and now I had 3 major freelance clients, 2 of which were ongoing relationships? And if one went away, I still had another? This freelance thing was looking up. But what do I call myself? Then I hit a wall. What do I call myself? April Makes Pretty Things? Just a few clients that pay me on a regular basis to drop supreme awesomeness on them. Now with a sweet portfolio. On a cross-country plane ride I filled an entire notebook page full of words related to me and my business. I circled the ones that spoke most to me and started putting them together. And then I slept. And shifted uncomfortably in my seat. And ate airplane food. Here are the criteria I want my business name to meet: Incorporating my name into the title is a plus. Adheres to these three adjectives that describe my design business: Not taken by someone else, in name or URL. To me, it meets my criteria as follows: To me it sounds professional. Genius refers to high-quality, and my name gives it a more personable feel than a random adjective would. What do you think? Do you agree or disagree that it meets my criteria? Would you do business with this name? Is it too cocky? Leave a comment on this post with answers to my questions and your own questions about your name. Post your design business name in the comments so we can all offer feedback to each other! Oh, and as a friendly reminder—let 4 thriving solopreneurs show you how in our free guide.

## Chapter 9 : Logo Maker: Design, create and generate a logo for free.

*If the logo displayed doesn't work for your business you can work with our design team "mixing-and-matching" typefont, colors and image to create a new logo — for free. You have the option to pick design elements from any of our 10, on-line logo examples to create a fresh logo as unique as your company.*