

STATE OF THE INDUSTRY

What Makes for a Really Good Business Logo?



Working with the team at Golf Channel over this past year preparing for the launch of Golf Channel Academy has been a constant reminder that “the devil is in the details.” One great example of the myriad details that will affect your personal teaching brand is the development of your business logo.

Most of our members have a logo that graphically represents what their teaching brand stands for. However, many others are due for a freshening or a redesign of their logos. This fact came clear during my review of instructor logos for Golf Channel Academy. My own ability to assess a logo has been improved through time spent with the person who managed the redesign of Golf Channel’s logo last year. It was fascinating to see all the issues that were considered during the process of changing from the old blue circle “G” to the new peacock-adorned “GOLF”.

For example, Golf Channel knew the new logo would be seen in countries around the world so they had to check to see if there were languages around the world where the letters “G-O-L-F” could create any unintended meanings.

They also gathered the logos of every competing sports network to avoid creating something too similar. Golf Channel also reviewed the logos of all the major golf publications and golf manufacturers—again, to avoid duplication or confusion with their new logo.

Another factor was where it would be used: On screen, in print, apparel, animations and many other applications.

After eight-plus months, more than 100 trials and the creation of a custom font the new Golf Channel logo was finished. Now, nobody expects you to spend upwards of a year to cre-

ate your logo, but this story represents the care you should take in making sure your logo represents you well in the ways you intend it to. A few key points to keep in mind:

- Logos can become dated after just a few golf seasons. You should freshen your logo every five to seven years.
- In choosing graphics, simpler is usually better. Complex designs are bad for instructors because they reproduce poorly on golf apparel.
- Consider your color scheme carefully. Golf logos are often shown with grass and tree backgrounds so avoid using green in your logo’s main color palette.
- Make sure you get a high-resolution version of your logo design files, including an EPS version, and then store your logo files in a safe, easy-to-locate place. You’d be amazed how many of our members don’t have access to a high-quality version of their own logo when they need it!

Logo designs don’t have to be a huge expense considering their importance to your business. The designers we recommend can do a very professional logo design in the \$500 to \$1,000 range complete with all the high-res files you will need.

The Proponent member website includes a Logo Design Guide for Golf Instructors that you can download at any time from the Business Guides section. It even includes a gallery of more than 100 of your fellow members’ logos as examples of what is in the marketplace now.

In our Proponent Preferred section of the website we also list a Graphic Designer who can assist you in creating a new logo of your own if you are in the market for a new one. A logo is often the most personal and most recognizable part of your brand, so it’s worth the trouble to spend some time fine-tuning it, meanwhile avoiding the common trip-ups that instructors make when creating these images for their businesses.

Proponent Group Partners

