

Simple is often better than pretty



The pretty logo might be more dazzling, but the simple one will likely bring in more business.

When it comes to designing the lettering or wrapping for a delivery vehicle, what some may call simple or even boring will always beat out pretty. Pretty can sabotage common sense. Pretty is a salesperson's dream. The only thing that sells easier than something pretty is something with the owner's photo on it. That theory is especially useful when designing and selling billboards. When it comes to delivery vehicles, first ask yourself, what is important to you? That the vehicle is noticed when in motion, and its information is easily read? Or that it is easily read by the vehicle close behind it, or primarily while parked?

A simple vibrant color, or color combination, makes a vehicle noticeable and that's priority No. 1, but that doesn't necessarily mean pretty. Priority No. 2 is to make the message easy to read and to remember. Easy to read is a large white sans-serif typeface on a dark background. Easy to remember is few words, no numbers, and the use of a recognizable graphic. Note: recognizable graphic may not be a photo of you or your logo. Remember, you are looking to attract new customers, and new customers may not be familiar with your photo or logo. When it comes to graphics, the good old mortar and pestle still ranks high on the easy-to-identify scale and beats a fancy, seldom seen logo.

Here's a word about fancy logos. They look good on paper, business cards, prescription bags, and printed ads. Some look good on a building, and a number of them look good on a parked van. Only a few look good on a vehicle that is moving 40 miles an hour. Our brain processes recognizable pictures faster than words. If you just can't live without a pretty logo on your vehicle, consider keeping it a bit smaller and having the word **PHARMACY** dwarf the logo. Instead of a phone number, consider an easy-to-remember website address. A few words that end with **.com** are easier to remember than 7-10 numbers.

If it feels weird for you not to have a phone number on your vehicle, go ahead and put it on with small numbers, leaving room for your large lettered web address. Some are convinced that smart and pretty is putting as much information on a vehicle as possible. Things such as phone numbers; web addresses; mottos like "We treat you like family;" store hours; full addresses with the city, state, street, building number and zip code; and a photo of the owner. But that's not smart or pretty. It's cluttered.

Of course, if you have invested time, successfully marketed your logo and believe the logo instantly brings your store's name to peoples' minds, then by all means, use it.

Remember, when the vehicle is moving, customers are only going to have time to focus on one line, and it may not be the line that you were hoping they see. Make your vehicle colorful, the text easy to read, and the graphics meaningful.