



INITIAL LOGO & WEBSITE

Things to know & consider when getting your logo and website created

INTRODUCTION

Getting your logo and website created is a fun but stressful time. Since they form the foundation for your initial marketing, it's important to make sure you get this part right. Luckily with a little knowledge you can ensure the process and end results will be successful.

P.S. Changing your logo and website in the future is not as time consuming and expensive as you may think. So, have fun during the process and don't worry if you have to make changes down the road.

LOGO DESIGN

Getting Started

When getting a logo design you need to have the following established:

- Company Name
- Who are the type of donors you want to attract?
- Who are the type of people you're looking to help with your non profit?
- What is the primary service you provide for the community?
- What makes your non profit unique?
- What is the tone of your non profit (fun, serious, inspiring, etc)?

The more in-depth you can go into those categories above, the better your logo design will be.

Where to Get Your Logo Made

Once you have all of those established we recommend using Fiverr (<https://www.fiverr.com/>) or 99 Designs (<https://99designs.com/>) to get your logo created.

When you're getting your logo created make sure you are at least getting the following when your logo is completed:

- High resolution PNG images of the final logo
- A vectorized version of the final logo (these are usually delivered in EPS format)
- Full commercial rights to use the logo as you see fit

Even if you don't understand what those all mean, simply ask the designer and they will know what you asking for.

Reviewing Your Logo Design

Finally, as you're reviewing designs for your logo consider the following elements when deciding which design you want to move forward with as your official logo:

- Does the logo accurately capture the tone of your non profit?
 - This is usually conveyed through the colors and fonts used in the logo
- Are you confident the donors you want to attract will like and understand the logo?
- Does the logo visually convey what your non profit does (it doesn't have to be completely obvious but it should at least give a general idea)?
- Will this logo look good when it's shrunk down really small?
 - Simple logos are best since they look good at small sizes and are easy to use on embroidered clothing and printed materials

WEBSITE DESIGN

Website Infrastructure

Starting a website does not need to be a complicated website. You will want a:

- Domain Name
- Hosting
- Chosen Site Platform

For Domain Name (The URL at the top of your browser), You will want the name you chose for your nonprofit (yourname.com) There are plenty of companies that provide domain names. Two we recommend is namecheap.com and godaddy.com

In regard to hosting your website, Godaddy is a great place to get your domain name, but we would not host your website there. Some places we recommend are siteground.com and hoststinger.com

There are plenty of platforms to use to build your website. The one we recommend is WordPress as it delivers the most flexibility.

A good all-in-one solution that covers a domain, hosting and platform would be wordpress.com Wordpress.com has some great templates that are easy to follow along to build your website.

Website Structure

For the website itself you'll want:

- Home Page (the main page of the site)
- About Page
- Donations Page (If you want to take donations online)
- Contact Page

Your Homepage should have a quick introduction as to who you are, what you do, and why you do it. Your about page is where you can go more in-depth on each of those topics. Contact page and donation page are what they say they are.

Getting the Site Built

WordPress has some great easy to templates to help you build your website. If you prefer to have someone build it for you, fiver.com (as mentioned above) and upwork.com are two great places to hire affordable help to build your website.

We hope all of this is helpful and if you have any questions please don't hesitate to ask. We're looking forward to helping you take your marketing to the next level once your logo is designed and your website is built!