



Fresh Start

BatesMeron has a new address, new phone number, new fax number. Even our bees got a makeover.

hot summer **bzzz**

Sweet Design Arrives in River North

On July 24, BatesMeron left our South Loop starter suite for brand new digs in River North. (**920 N Franklin**, to be specific.)

Everything about the place buzzes with true Chicago creativity—the raw concrete and brick, the lush carpet and tile, the atrium-style production area, the luxe executive lounge. And with design resources like Paper Source and Pearl just two blocks away, we're right around the corner from aesthetic inspiration.



And in case you needed an excuse to stop by, we're a short stroll from some of **Chicago's hottest restaurants** like MK, Japonais and Kiki's Bistro.

Best of all, our new office gives us the environment to do even better creative work for our clients. Why? Because we never want to leave. (Don't tell our significant others.)



Enhancing Your Website: The Blog Boost

Want a solid boost in web performance? Add a blog.

Several of our clients have recently looked to work a blog into their website, and for good reason. A blog is a great way to connect with your clients and customers on a more personal level, giving them a taste of your expertise and your values. More tangibly, it helps drive traffic to your site and increases your visibility on search engines.

But a blog is also a commitment. If you're thinking of adding one, be sure to:

Update frequently. An oft-updated blog brings people back like clockwork; a dormant blog is a dead blog. Posting new content at least once a week is essential, the more frequent the better.

Post compelling content. Don't just write to fill space—provide something of value, whether it's educational or entertaining. A smart, casual tone is best; leave the adspeak for your press releases.

Encourage feedback. Allowing reader comments is a must. If they're free to share their own views, your blog becomes a back-and-forth that builds its own momentum.

If you're thinking of adding a blog to your website, **contact us**. We'll set it up, walk you through and hand over the reins.



So You Think You Want a Logo

We know countless professionals who want a new logo and don't know where to start. (About half don't think about a logo until they need business cards for that make-or-break event next week.)

As your branding and design gurus, we can draft your identity from scratch—often within a few weeks—but only once we tap into your own vision. So for a head start on logo design, here are the top 10 questions we generally ask before we get started:

- 1. What do you want your logo to do for you?** Do you want it to seize attention, inspire confidence or just make you look legit?
- 2. Who is your target market?** Are they male, female, old, young, laymen, tradesmen? Do you care about the opinions of your competitors, your staff, your mom?
- 3. How do you differ from your competitors?** If you have a unique selling proposition (USP), now's the time to use it.
- 4. How will the logo be used?** On business cards, in ads, on the web? Will it usually appear in print or digital form?
- 5. What five words do you want people to associate with your brand?** Popular answers: innovative, trustworthy, successful, luxurious, cool.
- 6. How would you describe your company's personality?** Are you more classic or creative, corporate or casual? Is who you are the same as how you want to be perceived?
- 7. Are there any symbols you already have in mind?** Some people come to us with a cocktail napkin sketch, others with a favorite animal or important symbol.
- 8. Do you have any color preferences or limitations?** Maybe it has to be black and white. Maybe you love the color puce.
- 9. What other companies or brands do you like?** Cars, clothes, computers? (Don't say "Apple" unless you mean it.)
- 10. Is there anything you specifically don't want in your logo?** We won't judge you. Honest.

Ask yourself these questions in advance, and together we can arrive at a logo you truly love. When you're ready to kick off the brainstorming process, **drop us a line**.

