



Hiring a Logo Designer for Your Pediatric Therapy Clinic

A Brief Guide to Help You on Your Branding Journey



EBOOK

Hiring a Logo Designer for Your Pediatric Therapy Clinic

Embarking on a rebrand of an existing therapy clinic or building a new brand from scratch can be daunting work. This is especially true when it comes to knowing how to find talented designers to get the job done. That's why we have created a short guide filled with some of the best practices and information to help you as you move forward on your branding journey.

Here at Fusion Web Clinic we make clinic management software specifically for pediatric therapists, so we've seen hundreds of clinic logos over the years. Some of them are good, but many of them are bad. There are a lot of things to consider when having your clinic's logo designed, and this guide will help you navigate the ins and outs of that process. We hope you enjoy it!



The DOs and DON'Ts of Hiring a Logo Designer for Your Clinic



1. DON'T expect to get more than you pay for.

If you pursue cheap options, be prepared to get cheap results.

2. DON'T underestimate the importance of a solid visual brand.

Many people think they just need a logo and that any logo will do just fine. Nothing could be further from the truth. A solid visual brand can give you numerous benefits, but a bad visual brand can actually harm your business.

3. DO hire someone experienced in branding.

There are many different types of designers just like there are many different types of therapists. You wouldn't go to an SLP for physical therapy, and you shouldn't go to someone with no branding experience to get a logo designed.

4. DO get a clear understanding of the process before you hire anyone.

Never sign a contract or start working with a graphic designer until you know their process. You don't want to be surprised down the road.

5. DO sign a contract.

If you're working with a freelancer, be sure there is a contract in place. It's there for your protection and to ensure you get what you pay for. It needs to define specifics of the agreement: deadlines, process, deliverables, etc.

6. DON'T hire someone with a portfolio you don't like.

When you're searching for the right designer for your project, only contact people with portfolios you actually like. A designer's portfolio contains their best work, so if you don't like the best, then you probably won't like what you'll be receiving.

7. DON'T hire someone who doesn't ask a lot of questions.

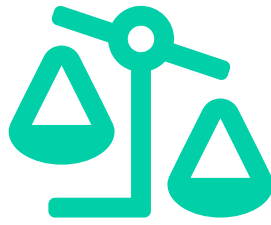
Good designers will ask lots of questions before they actually design anything. If an agency or graphic designer isn't asking questions and digging deep, that's a sign that they're cutting corners.

8. DON'T hire someone who doesn't communicate really well.

If they're not clear and consistent with their communication skills, then you can't trust them to develop a visual brand that will communicate effectively to your audience.

9. DO set a deadline.

A common mistake people make is setting an ambiguous deadline. Be very clear and upfront about your schedule and expectations so that a project won't drag out indefinitely.



Weighing Your Options for Getting a Clinic Logo Design



Agency/Firm

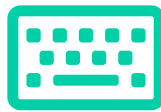
A creative agency is a team of professionals that offers a variety of services such as marketing and design.

PROs:

- Lower Risk
- Reliability
- Higher Quality

CONs:

- Higher Cost
- Lower Flexibility



Freelancer

A freelancer is a self-employed individual who usually works alone to complete client projects.

PROs:

- Flexibility
- More Affordable
- More Personal

CONs:

- Medium Risk
- Lower Reliability



Crowdsourcing

Crowdsourcing is a design contest. You're offering the prize, and multiple designers compete to win it.

PROs:

- Inexpensive
- Faster Turnaround

CONs:

- Lower Quality
- Potentially Harmful to the Design Industry

What about DIY?

There's a reason "do it yourself" is not on this list. If you're serious about branding your clinic, then you will need the help of a professional. In the same way that a therapist wouldn't recommend for people to DIY their therapy, it's not recommended to DIY your logo. A lot can go wrong if you don't see an expert or you might end up hindering your progress.





Things to Avoid When Having Your Clinic's Logo Designed

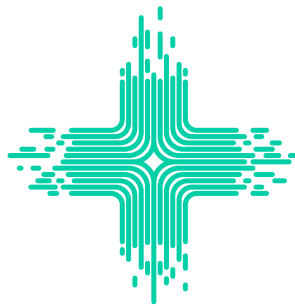
Cliches

One of the biggest benefits of a professional logo is how it can help you stand out from the crowd. If the designer or agency you've hired starts to use design cliches, you should definitely talk to them about it. How do you know what is cliché? Look at the logos of other clinics and see what's overdone. Whatever you do, don't settle for generic abstractions of the human form like you see below.



Complexity

Steer clear of elaborate or complex logos. Why? They require more visual processing, and they're not as flexible. Overly complex and intricate logos with fine lines don't scale down well. Keep things simple, but not too simple. The good kind of simple takes time and effort to be purposefully and beautifully simple.



Colors (Too Many)

A lot of pediatric therapy clinics have way too many colors in their logo. Yes, having a colorful logo makes sense for such a kid-focused industry, but many logos take it too far. Limit your clinic's logo to three colors or less. Two is even better. Having a tight selection of brand colors that you're consistent with can help distinguish you from your competitors and make you more memorable.



Looking for examples?

We have [a blog post on our website](#) containing more than 10 real-world examples of pediatric therapy clinics that have good logo designs. Visit our site for some inspiration and ideas!

