



JVI Mobile Marketing Launches Massive Custom Logo Design Initiative

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JVI Mobile Marketing knows that not everyone can spend a lot of money when starting a business, and accordingly have announced a custom logo design initiative to allow businesses to obtain logo and branding materials that rival the quality of those purchased by the Fortune 500 set.

In this day and age any company that wants to be considered reputable and professional needs to be mindful that their logo is the very first thing that customers and clients will see. This is particularly true of Internet-based companies and it is of paramount importance that that very first impression is positive.

JVI's new initiative will allow clients to obtain original custom artwork and businesses are encouraged to provide their own vision, colors and brand story. Once that has been provided, JVI's team gets going. "We'll match your voice," said Jay Vics, owner of JVI. He continued, "and we will provide clients with six logo samples based on their submissions. Anyone wanting to learn more about the service can find additional details online."

This initiative also includes a package for clients to obtain all the file formats and technical details that they will ever need. The vast majority of design agencies charge per-item fees for any additional format over and above the basic logo supplied. This is not the case with JVI.

“When I was doing the groundwork for starting my business, I asked a lot of different people for advice. I was surprised how many of those didn’t tell me just how important a logo and branding really is,” said Tracy Stephenson, one of JVI’s customers. “Initially I got going without a logo as I didn’t want to wait. I gave my ideas to JVI and they quickly provided some samples. I chose one and started using it. I found that people began treating me with more respect and saw me as a business owner, rather than someone doing a “side hustle,”” she continued.

Professional logo design is not something that can be done effectively by the inexperienced. It doesn’t matter how many apps someone has on their cell phone they are not going to produce commercial-grade professionally designed logos. At the end of the day, a brand and logo tell people who and what a business actually stands for. A new or even an established business will want people to look at their logo and see art, not clip art.

Based in Greensboro, North Carolina, JVI will work with clients worldwide. Like many other contemporary businesses, they offer more than just one service. Jay Vics is one of only a handful of digital marketers on the planet with the Certified Digital Marketing Professional (CDMP) designation. This means that he has been certified as being fully able to plan and execute digital marketing strategy and campaigns for the biggest companies in the world. Mr. Vics said, “We believe in leveling the playing field as much as we can for small businesses. They are the backbone of the economy in any country and they need digital marketing services to be able to compete with the big guys.”

Samples of JVI’s work are available in an online Portfolio and serve as both a testimonial to the quality of their work and also as an inspiration for business owners struggling to decide on a basic logo design.

Competition is fierce nowadays and it is hard for any small business to stand out from the crowd. The ability to do so will often depend on the quality of their logo and branding. One of the most appealing parts of JVI’s process is that some of the services they offer come with unlimited revisions, which is highly unusual. Most similar agencies have a limit of two or perhaps three revisions before they start charging the client for this service.

Reviews and testimonials usually tell the story about just how good a company is to deal with and how good

the quality of their work is. JVI stands by its commitment to quality service for customers and has published a number of these reviews on its social media presence on Facebook. Those wishing to find out more about JVI can find these reviews and more information besides at <https://www.facebook.com/jvimmobile>.

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