



Tech Tips #5

NFMC Public Relations / Media Newsletter



October 2023

The NFMC Public Relations Committee is committed to helping you with your public relations as you interact with the community, attract new members, and build a community of musicians, students and music lovers. Feel free to contact us at any time if we can answer questions.

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Creating an identity with a logo

A logo says everything about your organization without saying a word. It makes a first impression, establishes an identity, connotes a feeling of integrity, makes your organization easily identifiable, and establishes a bond with your members and the community.

Logos can be used on your website, newsletters, flyers, posters, Facebook cover, instagram feeds, emails, advertisements, and correspondence. If it is clear, catchy, and recognizable, it creates a brand for your organization that people instantly recognize and uniquely yours.

Although you can have a graphics artist design one for you, often for a nominal fee, you can create one for yourself for free with no design experience! Here are just a few of the design services you can use:

- Canva.com
- logomaker.net
- brandcrowd.com