**Company Image**

Now that you have completed your business plan proposal, it’s time to create your company image.

1. Create the company name
2. Design a logo –this must be your own, creative work. Think about the color, images, font style and size, etc. Check out this article for tips: <http://www.entrepreneur.com/article/171458>
3. Develop a company slogan/tagline - A catch phrase or small group of words that are combined in a special way to identify a product or company

**Cover Page**

How complicated can a cover page of a business plan be? Well, you might be surprised at how many business owners leave crucial information off of cover pages. Lenders report that they frequently have to call directory assistance to locate an entrepreneur who forgot to include a phone number and other contact information on their business plan.

The purpose of a cover page is to tell the reader what he or she is about to read and how to reach the writer. Your cover page is also a way to get your business plan noticed. Lenders see dozens, if not more, business plans a week and something as simple as putting your cover page on quality stock paper, may catch their eye.

Your cover page should say the words "Business Plan," and should include:

• name and business name

• company logo

• address

• telephone number

• E-mail address