

How do you define a good logo Design?

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How do you define a good logo Design?

By Ray Smith

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Everyone wants his company logo to be the best but how good is good? How do we define a good logo? Is it necessary to be colorful or an exquisite piece of art? Can a simple design work as a good logo? We are often in a dilemma.

Now to define a good logo design we first need to understand the purpose of having a logo. A corporate logo is one of the most essential branding elements for your company. It should be instrumental in building your corporate identity and should successfully exude the company's attitude. The viewers must have some idea about the disposition, character, or fundamental values of your company through your logo. The functionality of a logo does not end here, I have not yet mentioned the most important function of a corporate logo. Your logo should be able to build a positive, strong and long lasting impression on existing and prospective customers. The very moment a person views your logo, even a part of it, he should think of your company.

Just think of some of the all time great logos, McDonalds', IBM, Nike— the moment you see their logos, even if you see a part of it or may be in Black and White (there comes another important aspect!) are you able to think of anything else than the respective company? The answer is definitely NO! The first thing that comes to your mind is the name of the company. This shows how strong an impression their logo leaves in our mind. Isn't that, what all of us are looking for?

How do you get your logo to leave such a strong long lasting impression? The key to this question is to make it easy to remember. Companies often make the mistake of thinking that a complicated artistic design might work well for them, while the reverse is true, in most cases. The simpler your logo is, the easier it is to remember and so it leaves a stronger impression on the people.

You also need to think of all the possible mediums where you are going to use your logo. You are not going to use your logo in only one medium, you might use it on your business cards and stationery, you might use it in your website, you might also use it in the conventional media like newspaper classifieds and magazines. This is why it is most important to inform your logo designers about the possible mediums where you are going to use your logo. You should also check if your logo looks good

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in Black and White, because tomorrow if you need to get a document in black and white with your logo on it, it should be very easily compatible to that as well.

In the beginning of this article, I have mentioned, that your logo can successfully convey the character and nature of your business to its viewers. How do we do that? There are a host of factors that are considered before designing a logo. When you place an order for a logo design, as a client it is your responsibility to give a clear brief of your company profile, the industry you are in and the nature of logo that you are looking for, to the designers. If you are not sure about the nature of logo that suits your company, let the logo design firm decide on that. There are many logo design companies who are experienced and they will be much better equipped to suggest you the correct type of logos. Any good logo design firm would conduct a market research about the different types of logos used in your industry by your competitors and their impact on the people. Based on that they will deliver you a set of

logos from which you can choose any one and then they will customize that to your perfection.

If you have any corporate colors, as we have red for McDonalds', it will be wise to suggest the designers to use that color in your logo—any good designer would anyhow do that.

One last word, as with any other industry, it is definitely beneficial to buy professional service than to go for any amateur designs just to save a few dollars. You might be the best in your industry but they know their job better than you, so if you want to get a good result, try to depend on your logo design company. I do understand that there are certain logo design companies that charge exorbitant rate to create a logo design but the industry is changing. These days there are companies that offer excellent logos for nominal charges. So before you decide to place your order for your logo design, check the portfolio of the company and then check the price tag. You can definitely find some professional logo designs at affordable rates.

Comment on the Creation of a Logo Design for Design Café

By Maricon Williams

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The purpose of the in-house competition to create a logo design is for the Design Café to have a unique mark of identity. It should reflect a place for friendly, approachable and helpful discussion amongst graphic designers, publishers, illustrators, photographers and others who are inclined in the creation of visual communications. The logo that will be chosen will be printed on coffee mugs and embroidered on shirts.

When we make a business logo it should reflect the business itself. It should reflect the products and services the business is catering. It starts with the conceptualization process - where you think of the right words, color and design. Your logo is the most important design in your business because it is the basis of all other materials.

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In connection with the Design Café entries, all of them are made with striking concept. I prefer #11 and #12. Number 11 entry depicts elegance. It is simple yet regal. It sends out a message that this establishment is of superior class yet approachable. Number 12 entry is artistic, which you can gauge the word creativity. From the logo you can be acquainted that the business is all about designing.

Even if you think you are good in arts it is better if you consult an expert with regards to the creation of the same. No one knows best in logo design than the experts themselves. They know whether or not a logo design will transfer effortlessly into print or onto a sign. If you come up with a beautiful design that cannot be transferred or will cost too much money to be printed, it will be however, at your expense. Your logo is the groundwork for all your promotional materials, so this is one area worth spending now because it really pays off later.

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