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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Take the Logo Litmus Test

By Maya Sunpongco

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Here is your C.I.T.T. (pronounced "kit")
[Color · Illustrate · Type · Test]

COLOR. Color plays a major role in influencing particular moods and feelings about your company. Don't believe me? Look at Dove™ soap. You'll find the shampoo bottles are white. White conveys purity, simplicity and a sense of cleanliness. It's strategic and makes sense doesn't it?! Have you noticed that you can associate an industry by its color? Blue is a popular color for technology companies and bottled water companies, for instance. How about identifying a certain mood by color? Quick, what mood do you think the color red evokes? Could be romance or anger or urgency...

ILLUSTRATE. Small businesses and solo-entrepreneurs don't have budgets like Nike, Starbucks and McDonalds... so, if you decide to create a graphical image to represent your business, make sure it communicates what your customers might expect from your company. Great examples of this includes the logo of www.Giftpile.com and www.IndieArtistStation.com

TYPE. There is an art to lettering... just ask a calligrapher or illustrator who can create a logo based on letters. Again, illustrated in the [Giftpile.com](http://www.Giftpile.com) (mentioned above). An illustrator created a custom type which looks similar to gift wrap and ribbons on presents which is very appropriate for the service www.Giftpile.com performs (wedding gifts).

TEST. With the variety of promotions and advertising you may conduct, shouldn't your logo look *Good* in black & white (b&w)?! "Shouldn't I think about color for my logo?" and "Why is b&w important?" you may be asking... Great questions! Do you think you'll ever make copies of your marketing materials... isn't it cheaper to make b&w copies at Office Depot (average \$0.02-\$0.05/each)? Your logo will be on all your future business faxes, too! If you participate in tradeshow, you may have b&w imprinted giveaways because it's more affordable to imprint your logo in b&w than in color. That goes same for print advertising (newspapers, magazines, business journals, etc.). Since your logo will be used in all types of media or a variety of mediums (from posters, t-shirts to mugs and pens), it should be easy to resize (larger or smaller) while keeping the quality and crispness

of the design. Most likely the end result of the logo designed for you will be available in a vector graphic format (the most popular design tool is Adobe Illustrator which saves your design as a .ai or .eps file) – simply crisp line graphics easily scalable without loss of quality.

How to Create Well Represented Logos

By Paul Hood

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Creating a well–designed logo is a must for all businesses who want to enhance its image. A good logo adds a professional look to letterhead, business cards and marketing materials. It's important for your logo to be unique and appropriate to your business.

With this in mind, you can consider seeking the services of a graphic designer well–versed in designing logos. Making a good logo for your company is a task that you can opt to delegate to skilled experts.

Have a brainstorming with your designer to find the best design suited to you and your company. Choose a logo that you feel comfortable with and one that best meets your need. You should be comfortable with your chosen design as you'll be spending a lot of time with it.

There are certain issues that will have to be answered when making a company logo. This will serve as a gauge to determine if the logo is doing what it was intended to do. First, it must be clear if the logo is accurately portraying the real essence of the company. The main purpose of your logo is to make your company look good. What you are trying to do here is to let your customers see the real you through your logo. Next, see to it that your logo will look well in different sizes. There will be instances when your logo will have to be reduced or enlarged according to certain situations and it is important that it still will look great with all the manipulations done with it.

In making your logo, a key factor that must be given attention is originality or uniqueness. You certainly would want people to recognize your logo and associate you with it. It should be eye–catching and interesting and have a pleasing quality.

An important note that should be kept in mind is that the making of your logo must not be hasty. A great deal of planning is required for you to have a satisfactory output. Many difficult times will surely arise but it will be easy to overcome them if you know what you want to do and you stay on focus.

Reading is an essential part of his life and this has lent a considerable influence in his writing. He loves learning more about people and their ways. Always ready for new opportunities to learn and have a great deal of interest in different fields of expertise. For comments about the article you may contact the Author through their website at <http://www.brochuresprintingonline.com>

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