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## What Makes a Good Logo?

By Vukan Karadzic

One of the most important marketing tools is an effective logo. It provides an easily recognizable identity for your business or organization. It not only communicates who you are but what you are. Therefore, every business or organization contemplating adopting a logo should know the criteria that make for an effective logo.

The first characteristic of an effective logo is that it has immediate impact. Your logo should catch the viewer's eye and hold the viewer's attention. Consider the logo of Apple Computers; the graphic apple with a stylized bite taken out of it has immediate product and corporate identification with consumers. An effective logo "grabs" attention.

In addition to impact, a good logo must be good to look at. An effective logo should have the look and feel of "art", if a logo is not appealing to the eye it will defeat its purpose – attracting attention and providing effective identification.

Closely related to these first two characteristics of a good logo, is distinctiveness. A good logo must stand out from the crowd. A logo that is too similar to other logos is not only confusing but it could be embarrassing or even costly. In 2003, the Chicago Bears sued another professional football team over a logo that was too similar to the Bears' logo!

This brings us to the next characteristic of an effective logo the logo must create or evoke a positive image. "Branding" is a common marketing principle based on product identification growing out of identifying a product with a positive image and a sense of goodwill.

Another characteristic of a good logo is that it accurately represents the organization or business. If a company or organization wants to project a serious, professional image, the logo must look professional. A humorous or whimsical logo would be counterproductive to projecting professionalism.

A good logo must also be straightforward. It has to be free from ambiguity. If the meaning of the logo is vague, if it creates doubt, or if it is indistinct, it cannot be effective.

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An effective logo is also comprehensible. A logo must be legible and immediately recognizable from a distance. The meaning of a logo is so tied to its distinct visual form that recognition, a principle function of the logo, would be lost if it were not comprehensible.

The best logos are the most memorable logos. The Apple Computer "Apple" logo and the McDonald's Hamburgers "golden arches" are great logos because they are memorable to the point of being iconic.

A logo must also be flexible enough to give the same impression yesterday, today, and tomorrow so the logo design survives changing fashion. Originally, Apple designed its logo as a monochrome apple with a bite taken out of it to symbolize the acquisition of knowledge. With the advent of the Apple II and its advantage of displaying color, however, Apple added multi-colored bands to its logo.

A good logo must also copy well. In any business or organization, the use of a logo becomes ubiquitous – it is ever-present on buildings, letterhead, signs, products, promotional items, etc. A good

logo will be as effective on a business card as it is on a billboard – small scale and large scale uses. Will the logo still be recognizable printed on the barrel of a ballpoint pen?

A logo identifies a business or organization so it would be counterproductive to change it because it did not wear well over time. Do you remember what we said about "branding" earlier in this article? Companies that have invested vast amounts of money, time, and effort to establish their "brand" do not change it frequently for a reason. Make sure your logo will be "timeless" for the same reason.

Finally, the last criteria for a good logo it is a logo you will be proud to use it. If your logo meets all the criteria listed above, it will be an effective logo and one that you and your organization will be proud to use.

Vukan Karadzic is the main

logo designer

at E Logo Design. See the

best logos

they did.

## **How to Create Well Represented Logos**

**By Paul Hood**

### **How to Create Well Represented Logos by Paul Hood**

Creating a well-designed logo is a must for all businesses who want to enhance its image. A good logo

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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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