

Are you designing it right?

Every company or organization is uniquely defined by its logo and a logo represents the company and the products/services related with it. When it comes to buying of products and services, people generally relate the logo with the products. Originality plays an important role in logo designing. For a good logo, colors, fonts and a meaningful icon are a deciding factor. A thorough research backed with creative thinking and supported with deep designing techniques goes into making a creative logo. A business with an innovative logo will have an edge over other businesses.

The logo is used in a variety of activities including:

- Representation of business, products and services
- Online promotion of company and products
- Business branding
- Business identification

Some companies do not support the concept of logo or even if they do, the logos are either badly created or copied from some other company. This only leaves the company with bad reputation. A bad logo is not done with good thinking and not much of the time is spent in designing it.

A good logo designing requires good designing skills accompanied with lots of research. Logos demand a high price because of the research and skills and involved, also logos separate a company from its competitors. A logo designer plays key role in branding the product with the company. A good logo should have the following:

1. It is simple: Don't overcrowd the logo with text and circles instead leave an imprint on the onlookers mind.
2. Unique: Brand recognition is created with a unique logo.
3. Consistency: Colors, fonts and layout, all these elements contribute to good-looking logo.
4. Immediate impact: This aspect of logo designing is very crucial; the logo that is created should leave an impact on the visitors. An effective logo grabs the attention of an onlooker.
5. Suitable: A company selling sports goods online must have an effective "sporty" logo. The logo should be related to the sporting goods and colors play a vital role here.

Thus, the logo forms the foundation of your business and helps in the overall promotion of the services.

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About the Author

Tia is working with DesignPresentation Associates and writes articles on a number of topics including logo designing, graphic designing and web graphics. For more information visit <http://www.designpresentation.net>