

Convey Environment Concerns Through Cartoon Logo

Cartoon Logos are the most effective and explicit form of conveying important and significant messages. Today it has become necessary for mankind to focus on various environmental problems surrounding us. Man's achievement in technology are indeed remarkable, but unfortunately they have contributed to spoiling the environment that sustains life. We are destroying healthy living conditions. We are playing havoc with environment, inhaling poisonous fumes, consuming fertilizers and pesticides in our daily diet. The depletion of ozone layer has led to global warming and extinction of several species of animals and birds. Thousands of animals are left unsheltered. We are slowly advancing towards the destruction of our own planet and in spite of concerted efforts of government and non governmental agencies, little progress is possible unless awareness is generated at the level of masses. Each individual has to take the responsibility of keeping the environment pollution free.

Deforestation has led to soil erosion and infertility of land. Forests have been burnt to clear land for houses, farming and industries. Let us all preserve our planet from further damage. People tend to stop and look at colorful images that express sardonic issue and get the message loud and clear without getting offended in any manner. We humans are the main inhabitants of the globe and it is our duty to protect our environment. Let this message be conveyed to one and all in an effective but suitable manner

This is where Cartoon Logos can play a vital role in helping to identify this global issue and in spreading awareness about it, in a delightful, light hearted manner. A visual impact of a cartoon logo is far more effective, than bring long worded messages or sermons. A cartoonist can make logos of amusing, loving animals, birds, trees and flowers to convey life saving messages.

Imagine a cuddly tree with pleading eyes or a cute monkey hugging a tree saying " No Tree No Me". A well known brand of ice-cream or a snow man melting due to global warming . Little angels in gas mask visiting the earth or showing earth a tap with dark dirty water and a skeleton drinking it . A beautiful drooping, wilting flower near a dry tap or a Santa clause with all his Xmas goodies huffing and puffing on eco friendly cycle. All these images can make a powerful visual impact.

Glimpses of these cartoons on hoardings and posters seen by us during our day to day rushed activities are not forced on us, but on the contrary they act as a welcome diversion. Consciously or unconsciously we store the information in the back of our minds. Cartoon logos act on our conscience and remind us of our responsibilities and duties towards the environment.

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About the Author

Jacob Martin is related with many graphic and website design activities at maverickmav. Maverick Mav Australia provides graphic design and [web site designs](#), cartoon logo design, [logo designs](#), stationery design, illustration design and much more.