

# THE VALUE - OF A WELL - DESIGNED LOGO



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## The Importance of Logo Design for Business ...

A logo is an important part of your company's brand, and has significant impact on a company's public perception. In fact, a logo is one of the most important branding investments a business can make.



**A business with no  
sign...Is a sign of no  
business!**



An effective logo design is a logo that works as an identifier or signifier of your brand. Effective logos do three things: Build trust and brand recognition. Make your company or brand stand out from the competition.

## 5 Elements of an Effective Logo

1. *Keep it simple. People are bombarded with images all day long, especially with the 24/7 always connected lives that we live in now. ...*
2. *Make it memorable. Memorability goes hand in hand with simplicity. ...*
3. *Make it timeless. Good logos should stand the test of time. ...*
4. *Make it versatile. ...*
5. *Keep it appropriate.*

A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the owner's intended message. A concept or "meaning" is usually behind an effective logo, and it communicates the intended message. A logo should be able to be printed at any size and, in most cases, be effective without color. A great logo essentially boils down to two things: great concept and great execution.

# Logo Design Tips

Your logo will be the face of your business, so here are a few things to keep in mind when designing a custom logo:

1. Make sure your company name is clear and the design is eye-catching, without being distracting.
2. Don't create a logo that is too similar to your competitors.
3. Different colors, shapes, and fonts elicit different emotions, so do some research ahead of time on what type of logo will work for your company.
4. Keep in mind where you plan on using your logo (print, online, both) and make sure your logo will look good even if you have to make small changes for the medium.

## Typography & Design

Typography is one of the key design elements. If used strategically, a typeface can add some personality to the design.

Experienced designers use typefaces to bring robustness, softness, humor and such character to a logo design as per the clients' design requirements. Wise use of this element surely sends out right signals to the potential customers.

Typography is a key design tool to convey a brand message effectively. There are many typefaces available to modern designers but not all of them are useful for logo designing. Therefore, first know your brand message, client's business, target customers and market, You should consider the brand personality and brand heritage also.

# Logo Design Brief

- Give details of your product including your manufacturing process
- Make sure that you describe your target audience
- Say something vital about your target market and industry as well. Your logo design brief must clearly mention your target market. The designer must know about the customers who are buyers of your products or services. The logo designer will keep your market and the customers in mind during the selection of design elements such as colors, fonts, etc. to please and represent your audience.
- Tell the designers about your brand values. These values are often represented in design elements. Tell the designer about anything that is unique about your business. This is important to create a brand through your design. The designer will use this information for selection of elements so that a unique logo can be ensured for your business.
- Make sure that your logo design brief provides necessary information about your competitors. This is crucial information since you need a unique logo that stands out. You can market your business and compete with others through such a unique logo that does not resemble with logos of your competitors.
- Give your company name which many overlook. You can even tell how you want the company name to be presented in the logo design. You can also specify the letters, space between the words, etc.
- If required, give the designers your company slogan as well that you want to be incorporated in your logo design.

# Our Logo Designs

- ✓ High resolution 300 D.P.I
- ✓ Vector Graphic (Illustrator)
- ✓ JPG, PNG, PDF, SVG, EPS (Formats)
- ✓ Web & Screen display formats (72 D.P.I.)
- ✓ 2 Revisions after finalized sample submission
- ✓ Color schemes to match Web and Print media
- ✓ Compressed file (zip.) of all files

Frontlinegrafix