

How A Logo is More Than a Company Trademark

By Steven Boaze

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Logos are seen all over the world and on many different things. if we were to count how many times we see them everyday, the number would be in the hundreds. simple advertisements for example like Coca-Cola is being looked at over 200 times.

I recently tried to count the number of times i saw various logos, and unfortunately i lost count. this was from television, bill boards, supermarkets, magazines and even the products themselves.

What is a logo?

It is a name or trademark designed for easy and definite recognition, specially one borne on a single printing plate or piece of type. When ever I design a logo, no matter what the size or contents are, it must be accomplished with patience. most people do not realize what goes into constructing a logo. not only are there graphics that has to be created, the idea behind the logo has to be created as well.

Let's say you need a logo for your business and you give all the information about your company or service. after I receive this I have to get as close as I can, without reading your mind, to developing a good looking logo that meets your approval.

A rough draft of your logo is the first to be done. this is the way older designers created their logos. then it is ready to be created using a computer. while the image is being built, the image file is also created.

The best high resolution file types is a GIF. the animation and flash capability is above the rest. these are great for banners used on websites. however, a JPG file type is the most popular and the most widely used. they present full texture and rich in color. with a JPG your logo can be any size and still have the quality look to it even when it is in print format.

Have you ever heard of this phrase?
A FIRST IMPRESSION IS A LASTING ONE

Well, a logo does just that. it sends an important message across to us all. most of the time when we see any logo or banner, we instantly think advertisement. this is exactly what a logo represents even if it is on a letterhead, magazine, newspaper or a coca cola can

Steven Boaze (Webmaster) Is The Owner and Publisher of Boaze Publishing. Steven Is also the author of numerous articles on marketing and advertising.

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