

Formula for creating a unique logo:

By Thomson Chemmanoor

Formula for creating a unique logo:

The main reason people use logos in their business is to establish a brand name to the business, thus making it stand out from other businesses. While creating the logo, it has to be remembered that the logo used in the company should be one that can be immediately identifiable from five inches to 500 feet. Create a simple logo as the simpler the logo is, the better the effect it produces to the company as the clients can remember them easier that way.;

When creating a unique logo, it is best to enlist the services of a professional logo designer. It is quite possible for you to make your logo on your own, using the various logo design software available in the internet. However, this way, there will not be any professional touch to the logo. The more professional the logo looks, the better image it provides of the company to the public. Upon choosing the right logo designer and fixing on the logo design package, both you and the designer should discuss points on the image you wish to project through the logo. The logo font, color and text all play an important part in the creation of the logo design. For example, a financial institution should go for a bold face font to express solidarity while a transport company may prefer italicized fonts to express the speed and efficiency of the company. In addition to all this, while creating the logo design, it should be remembered that the logo you create would also be used on your fax cover and other places in black and white. Therefore, you should ensure that the logo looks equally good in color and in black and white. Once the logo designer gets an idea of your needs, he will make samples for you where you should tell him of any changes are required to the logo. It is up to the logo designer to make the corrections to the logo design until you are satisfied with the logo. Of course, any alterations made to the logo are at a price. You have to pay the designer for the changes he makes to the logo. The first one or two rectifications usually come in the logo design package.

Another means of creating a unique logo design is by having professionalism in the quality of the graphics of the logo, the printing and the paper of the logo. Make sure the logo remains memorable enough to the public to remain in the forefront of the public's minds. This way, they will think of you in the future when they require your services. Maintain a unique idea for your logo. For example if everyone in the travel industry uses globes in their logos, go for something else in your logo. Make your logo timeless so that you need not redesign your logo in a few years' time. Have the logo designer think up a completely different logo design, which makes your possible clients curious and inquisitive to the meaning of the logo design. In this way, they will remember your logo design as a unique logo design.

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