

Strategy of building a successful logo for any business:

By Thomson Chemmanoor

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All businesses have to have some sort or other logo of their own. This logo is the media wherein they introduce themselves to their clients. It is a known fact that visual processing is a very important way of gathering information as a good design is always remembered for ages. Keeping this in mind, most of the multinational companies spend millions of dollars on the development of their logo and any other branding material they need.

There are some logo design tips that ensure that the logo design becomes a successful logo for your business. Have you ever noted that most of the greatest logos around are simple? This is because it is then easier to remember and recognize a simple logo than to identify a complicated logo design. The typeface of the logo design too makes a lot of difference in the success of the logo. Make your logo design using vector graphics as these graphics can be easily resized without suffering any loss of details and image quality and take lesser memory capacity in the computer. However, it is better if you employ a specialized logo design firm to help you in creating your logo design, than you trying to do it yourself. This is because they know how to produce a better logo than you can, and actually, a logo design is not always very costly! Remember, the successful logo has to be one that is able to communicate your image well to the market. It should work well not only in color, but in black and white too as forms and faxes are all in black and white, should be able to draw a second glance from your potential clients and should work well both in large and small formats as in a t-shirt and a business card!

It is always good to spend time going through business cards and letterheads from other companies before meeting your logo designer, to decide what you may need in your logo. When thinking of your logo design, keep your target market in mind, and what designs may keep their attention and respect. Have an idea of the material you intend to use the logo on like forms and brochures. The paper of the logo design also goes to your image as paper is not only seen, but can also be felt. The color you use in the logo affects your logo design as the colors you use send different messages to people. Make your logo design as unique as possible as it increases the likelihood of getting a trademark protection. Make sure you check up with the trademark lawyer to ensure you do not run into the risk of infringing another company's trademark symbol or logo. If you run a small business, you may not be keen in investing in enlisting the services of a logo designer. In such cases, you should try to use some high quality royalty free clip art, combined with a suitable typeface for your company name. However, clip arts do not give the effect a custom logo gives, as they can be easily duplicated or stolen.

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