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117. How to make an effective logo

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Introduction: A company's logo is a recognition tool for the public to link their services or products to the company. In other words, it is part of a company's branding. Without such branding, the public will not be able to differentiate between companies, and therefore unable to expect a certain standard or quality from the company which they interact with. A logo, if designed effectively, can bring to people's mind the unique selling proposition of an organization, which inevitably promotes the company on a sub-conscious level.

Resources and methods: A logo becomes a representation of one's business identity in picture form. It is the icon of your brand. Once you roll out a logo and your customers begin to associate it with your business, it should remain a constant within your business for years and years to come [1].

Results: There are three logo types:

1). Font-based. This type of logo is basically letters done in a custom font style. Some examples of this type of logo are: Facebook, Twitter and Sony.

2). Literal Illustration. This is taking what a particular business does, and incorporating it into the logo. For instance if you were a ballet teacher, you could have a simple illustration of ballet shoes alongside your company name.

3). Abstract Graphic. This is a picture or symbol that doesn't have any existing meaning. Nike's swoosh is the perfect example of this type of logo. [2]

What makes a good logo? A good logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message.

There are five principles one should follow to ensure that this an effective logo. They are:

1. Simple (A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unique without being overdrawn.)

2. Memorable (Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.)

3. Timeless (An effective logo should be timeless – that is, it will endure the ages. Will the logo still be effective in 10, 20, 50 years?)

4. Versatile (An effective logo should be able to work across a variety of mediums and applications. The logo should be functional. For this reason a logo should be designed in vector format, to ensure that it can be scaled to any size. The logo should be able to work both in horizontal and vertical formats.)

5. Appropriate (How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font and colour scheme. This would not be so appropriate for a law firm.) [3]

Logos are everywhere, and every logo is a visual element that serves three main functions:

1. **Identification.** A logo identifies your company in the marketplace. In a quick, visually symbolic way, a logo represents your company to the outside world. Often your logo is the first thing a potential customer sees. It's your first impression, and we all know how important that can be.

2. **Distinction.** If designed well, your logo will also distinguish you from your competition, providing a way for customers to recognize and select you amidst other similar businesses. Is your logo unique? Or can people toss you in a pile with your competitors?

3. **Communication.** Thirdly, your logo communicates something about your company. Sometimes direct, and sometimes subtle, every logo says something about the company it represents. What does your logo say about your company? Classy? Trustworthy? Serious? or Unprofessional? Sloppy? Outdated? Most logos accomplish the 3 functions with varying degrees of effectiveness. How does yours measure up? [4]

Conclusions: I think it is very important for managers to recognize the importance of creating a logo. Professionally designed corporate logo can have a huge impact on the presentation of company activities and the formation of attitudes towards the company. Logo also helps to create awareness of the company and distinguishes your products of competing firms in the industry.

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