

**LOGO DESIGN**

# What is Logo Design?

A Logo is a Graphic mark, emblem or symbol used to Ad and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

In the days of hot metal typesetting a Logotype was one word cast as a single piece of type as opposed to a ligature, Which is two or more letters joined but not forming a word by extension, the term was also used for a uniquely set and arranged typeface or colophon.

At the level of mass communication and in common usage, A Company's Logo is today often synonymous with its Trade mark or Brand.

A good Logo shows what a Company does and what the Brand values.

Logo Design is all about creating the perfect visual brand make for a Company. Depending on the type, A Logo usually consists of a symbol or brand mark and a Logotype, along with a Tagline.

# What Does A Logo Do?

Logos do something aside from look pretty, right? Yes!

Logos serve many functions.

One of the most fundamental functions of a logo is giving your business a unique mark that differentiates you from other businesses.

This is especially important if your business has competition.

Before you get a logo for your business you'll want to research what your competitors look like so you can position yourself.

# A Logo Identifies Key Information About Your Business

Along with demarcating your business, a good logos also provides your customer with some crucial information about your company: it can communicate the industry you exist in, the service you provide, your target demographic and your brand values.

A logo builds brand recognition logos also leave a visual impact that reminds your customers that, well that you exist!

In other words, logos can create strong associations with a business. This association helps customers keep your brand in mind.

Think about brands like Nike or Mc Donalds, whose logos are so ubiquitous that they can be instantly recognized with or without the name attached.

It's no surprise that logos are such a central part of brand identity.

# What are The Elements of A Logo?

## Typography

When it comes to form, A Logo will usually contain some kind of Typographic element. This can range from a monogram – style single letter, to an abbreviation or the full title of the business

## Imagery

Some times Typography is accompanied by symbols or icons.

These can be representative or composed of abstract geometric elements.

in certain instances, logos also include decorative elements such as line work or visual punctuations such as small stars or dotted lines that don't necessarily create a specific, stand alone image.

## Color

Beyond form comes color. Logos can be black and white, monochrome or multicolored. Multicolored logos often have palettes that are either analogous, meaning colors of similar hue or complementary, meaning colors of distant or opposite hue.

## Context

In some instances, a logo is also defined by the context in which it is used.

With that said, it's important to think about when and where logos can be applied.



# How is A Logo Different from Branding?

One common confusion we see comes in understanding the difference between logos and branding. It sounds complicated but the difference is quite simple – your brand is the perceptions people have about your company. Other words, it can be thought of as the big picture impression that your company leaves on the customer. This impression can be left by many things, such as your advertisements, commercials, customer service, and yes your logo as well.