A **Logo** is a **design** symbolizing ones organization. ... Logotype is a **graphic** representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition

Your **logo** design identifies your business in its simplest form using a logo mark, typographic solution, or combination of both.

**Why should have a unique logo:**

One of the major reasons for more and more businesses intending to have unique logos is its usefulness in making an impression

**Facts**

The study has shown that **48% of** the consumers are more likely to become loyal to a brand when they purchase a product for the first time.

**Your logo design is the simplest visual representation of your business possible.**

**IMPONTANCE OF LOGO DESIGN**

1. **Business logo design is an important tool when it comes to promoting a company's products or services**
2. **But the logo must have a unique designthat incorporates a design concept and colors**
3. **Such a logo makes a lasting positive impression on the potential customers.**
4. **Brand Identity-**Marketectsinc.com reveals that logos are the most effective branding tool to build your business’ brand identity in the market. If your logo can convey your business message effectively and in an impressive way, it can help you easily create a unique identity. It will also help you build a strong persona for
5. **Recognition-** business **logos** are the stamp of what businesses are all about and how they are recognized.
6. **Professionalism-**Another advantage of logos is that they show the professional approach of your brand in conducting its business. Usually, people associate a high-quality logo with the quality of services provided by a particular company.
7. **Outshine Competition-** the logo can be a way to have a competitive edge in the market over your business rivals.  All the major global players have a great logo for the sole purpose that it helps them take care of their competition effectively.

**CHARACTERISTICS OF AGOOD LOG**

**1. Simple**

Simple logos are the ones people can recognize as soon as they see them. The simplest logos are the ones people remember the most.

**2. Scalable**

A great logo should be simple enough to be able to be scaled down or up and still look good.

**3. Memorable / Impactful**

A great logo should be impactful. You want to capture your viewer’s attentions and leave an impression (a positive impression, hopefully).

**4. Versatile**

A great logo should look equally good on any web device and on any kind of print material.

**5. Relevant**

A great logo should be relevant to your practice. It has to have meaning that relates to the work you are doing.

**Top 10 Custom Logo Design Tips For Beginners**

* Know Your Client's Brand. The first step to take for creating a custom logo design is to know your client's business details.
* Select A Theme For Your Logo.
* Prepare A Rough Sketch.
* Keep The Design Simple.
* Choosing A Color Scheme.
* Pick Fonts That Suit Brand Personality
* Complement It With A Tagline
* Making Size Adjustments.

**Steps for logo design process**

* Design Brief. Get to know the client's business.
* Research. Conduct research focused on the industry, its history, and competitors.
* Brainstorming. Conceptualize ideas and make decisions on the possible design directions.
* Sketching.
* Design Execution.
* Presentation.

Revisions / Approval.

* Delivery.