# Logo Introduction

A logo is a graphic that companies produce which is used along side other graphics to create how the company looks and feels. Logos are on a variety of platforms and merchandise, such as on the company’s website or on their pens, notebooks etc. Logos have the important role of most likely being the first thing someone will see when they look at your company whether online or in real life, meaning its important that the logo stands out and represents what the company is. For example, an arty company might have a more creative logo compared to a mobile network company whose logo is going to be more corporate and modern. An effective logo should be simple, memorable, Timeless, Versatile and appropriate. When creating a logo you need to think about whether it will still look good in years to come, for example, the Coca Cola logo hasn’t changed since 1885, whereas the Pepsi logo has changed 11 times since 1898.

# Icon Introduction

An icon is a graphic which is used alongside other graphics to create the user interface for websites or apps. An icon should be presented in a clear, concise and memorable way, so that the user knows what the icons are meant to be. The Icons should also have a similar style to the Logo already created, so that there is unity across the different graphics. The icons should enhance the users experience, rather than hinder it by getting in the way or being distracting.