What is a Logo? Why is it Important to the Company?

If we give a short answer to the question of what is a logo; logos are symbols created with words or words that can be used in almost any field, whether digital or printed.

What is Logo Design?

Logo design is defined as the design made to form the logo. The design of the logos can be done digitally in the form of pencils. Since emblems cannot be designed alone, they must be integrated with Logotype. That is, they must represent something. The use of emblem and logo together is called logo design work.

What is the Purpose of Logo Design?

The main purpose of logo design; To ensure the branding of a person, service, product or business. At this point, logo design work is of great importance; because on your website, social media accounts, cards, etc. The first thing to notice is your emblem. People who see the emblem should have confidence at first sight.

Inventories such as website designs, business cards, catalogs, advertising campaigns, brochures and signage will be your greatest need at this point. For this reason, your first priority should be the corporate identity and logo design that you can easily use in every field. This initiative will also constitute the first step of branding.

Why Is the Logo Important?

Simply put, your logo is your signature. It is your signature formed by your own identity. Therefore, a logo with letters, symbols and drawings or both (drawing and letter) is important for corporate identity. If we think like this, the importance of the logo can be understood more clearly.

Thanks to the created or selected logo, you can introduce yourself to the world more comfortably and easily. Thus, with a design that reflects you, you may have the chance to distinguish yourself from your competitors and make your awareness much healthier. The art and creativity in your logo directly affects the target audience.