

I have an idea to create an audio logo for lido

But what is an audio logo?

audio logo is sound, effect, short music clip, musical riff, or voice-over mostly between three and five seconds should be short and easy to remember

audio logo is brand's signature or 'identifier', but most importantly it has a powerful sonic mnemonic function often associated with a visual logo

Audio logos around us for long time there are many projects and companies already have an audio logo

What are the benefits from create audio logo??

it gives a sound identity to the brand or company, and allows creating a bond with the consumer that goes beyond the visual identity.

It increases brand value and attracts more customers and make the brand present in the minds of customers in a sound beside visual

when we just listen to audio logos we be able to know the brand name

If we think in create audio logo we should meet following conditions

audio logo be short, not exceeding a few seconds, and related to the brand and its culture and message and be able to attract attention and easy to remember

audio logo can be used in all social media, forums, discord, radio, TV, and any other platforms

Some examples of audio logos

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](<https://www.youtube.com/watch?v=cHCHolypvTs>)

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](<https://www.youtube.com/watch?v=-ihRPi4wcBY>)

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](<https://www.youtube.com/watch?v=KMSnn2C3EAW>)

The idea presented for discussion

What do you think about creating an audio lido logo ??

How should it be and what are the best ideas to implement it ??

More information about the audio logo in this link

symposium.music.org

What Defines an Audio Logo? Composition and Meaning - College Music Symposium

Abstract This study conducts a statistical analysis that reveals the presence of clearly defined characteristics among audio logos and assesses the inherent musical meanings of those audio logos. Inspired by the seminal work of Theo Van Leeuwen...