Title:
Logo Facts

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268

Summary:
Why do you need a logo? What makes one logo better than another? How does your current logo stack up?

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Article Body:
What makes one logo better than another?

Simplicity.

A good logo works in the simplest form. It is a memorable representation of your brand and inspires confidence in your customers. It should be fresh and original -- without visual cliches or amateur effects. A logo is well-designed when it looks as good on a business card as it does on a web page or a billboard. To be functional, a good logo must reduce well to simple black & white or grayscale for use on faxes or in newspaper ads. The best logos are elegantly simple.

Why do you need a logo?

In a way, a logo is a visual shortcut to who you are. Your logo will establish your corporate identity and credibility. It builds loyalty among your clients and employees. You invest in your brand image every time your logo is displayed on a Web page, on a sign, or in an advertisement.

A professionally designed logo enables you to be immediately recognizable and must be unique, memorable and simple. Such a logo will become one of your most valuable corporate assets over time.

How does your current logo stack up?

Run down this logo quick test:
• Does the logo have immediate impact?
• Is it good to look at?

- Is it distinctive?
- Does it create or evoke a positive image?
- Does it accurately represent the organization or business?
- Is it straightforward?
- Is it comprehensible?
- Is it memorable?
- Is it flexible?
- Does it copy well?
- Will it hold up to both large and small scale use?
- Will it wear well over time?
- Will you be proud to use it?