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# **Benefits of an attractive logo design**

When selecting a company or product, a customer will invariably draw the first impression about them from their logo. Logically, then to capture the target audience's imagination; a company must invest a substantial amount of time and money in the process of logo design. For it is the logo that in today's fast-moving world of abbreviations and acronyms, serves as a complete introduction of an organization rather than old marketing tools like brochures, flyers and full-page advertisements. This change in people's ways of evaluating businesses is what has made logo design such a rapidly evolving field.

It is said that a picture is worth a thousand words which in case of logo design rings true even more than in the general sense, because a relevant picture or graphic that can make the customers relate to the company's products in a positive manner will most certainly never go amiss. The company's insignia should somehow reflect all that it stands for; its values and the qualities its products hold. On the face of it this might make the process of creating a unique and striking logo quite a daunting task, but some simple things can go a long way in optimizing effectiveness of the logo design process. The choice of color is the foremost of those things, since it is proven fact that colors speak to a person's conscious and sub-conscious thoughts, and if the colors do not match with the message they are trying to portray the results can be quite damaging. For instance, if a company is marketing a holiday scheme or let's say children's toys dark and depressing shades will obviously not do while vibrant themes can do wonders in attracting clientele. This is why a good deal of thought must be given to choosing colors in the course of logo design.

A short and memorable message must also accompany the pictorial part of the emblem for the logo design to be effective. In short, the message is a summary of what the company and the product is all about. It should complement the graphical part in such a way that when a person has been attracted by the picture, the message should then reinforce the person's belief in the fact that the company or product will indeed be able to deliver what he requires, and if all that can indeed be acquired just by giving a little well-deserved attention to logo design, what harm can there be in trying it out.

As a venture grows its logo becomes more than a marketing tool. It evolves into something a company is known by and on whose basis its products are distinguished from its competitors'. The need for long, expensive advertisement campaigns and fancy message gradually declines as the logo makes in-roads into the market; and eventually as in the case of various big companies it gains such popularity that the name of the company becomes a household thing.

In conclusion then good logo design practices create an end-product that serves as an insight mechanism which conveys everything about the company's business to its target audience and compels the customers to put their faith in a particular company's product line. The impact logo design has on products' market domination can be judged by the fact that companies which invest heavily in logo design generally dominate markets easily.

Luke John is an expert graphic designer. He loves to write about [business logos](#) , web design and brand identity. He is currently working for a top [business logo design](#) firm.

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