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THE VALUE OF THE LOGO FOR THE COMPANY

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The logo is one of the most important elements of the company's image. A logo is a symbol, sign, or emblem. Logos are designed to recognize organizations, businesses or groups. They are used to create the identity of the organization. The brand identity is what sets the company apart from all competitors, even if they sell the same products or services. That is why the logo must be original, it must be memorable and have an impact on consumers. A logo is what most people use to identify a brand. They will see the logo and it will instantly trigger a thought or feeling about this brand.

The company needs a logo because a carefully thought-out logo is the key to its success. A successful logo in business makes the audience believe in its quality, reliability and stability. A properly created image of the company helps the buyer to think that he is choosing the best product. There are two specific types of logo. The first type is the wordmark. The wordmark is the easiest one. It can look crisp clean and modern like the Marko logo looks. The second type is pictorial. It is a picture, and it identifies the name of the company, directly like the MAZ logo does.

Sometimes companies feel the need to change their logo to provide a fresh representation to the company, as it happened to the APPLE logo. It has undergone two significant designs, and minor color transitions over the four decades it has existed and has become concise, modern, well recognizable and somewhat mysterious. Mystery drives curiosity. The lesser people know about an object, the more they crave to find out more. Apple, from its inception, has used puzzles to attract loyal clients. Steve Jobs and his Co-founders said little about their famous logo, leaving room for speculations

The logo color is one of the most important components of any logo. Colors are the core communicators of the message. They tell the audience if you are playful or serious, innovative or wholesome, cutting-edge or timeless and stable. The logo color palette can be made up of a single color or several colors. Other logo components are typography, image, tagline and a few more. The typography includes the letters, arranged in some kind of consistent design. The image can range from the simplest arrow to a detailed picture. It can be an icon, a symbol – perhaps a picture that shows something you sell or a value you stand for. The tagline is located under a logo, a tagline typically comprises a sentence or catchphrase designed to hook your audience, or clarify what your company does.

It can be summed up that business logos, when created with the components discussed above, allow companies to represent and communicate their brand and its emotion to potential consumers. Successful logos not only epitomize a company's brand, but lead to building closer consumer relationships. As a result, logos enhance brand recognition, improve brand exposure, and increase revenue to the business.