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LOGOTYPE EFFECIENCY FACTORS

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A logo is the most remarkable element of branding strategy as it establishes and promotes a successful brand name. Successful brands are typically built on the firm's attributes, benefits, values and personality. Therefore, successful logos are always clearly differentiated from rival brands.

5 Keys to Success to create a logotype:

1) Simplicity. An ideal logo design should be simple and memorable, so customers will remember them at all point of time.

2) Colors. Color plays a big role in a logo design. It is advisable to use prominent colors in case of designing a logo. A mixture of color may create confusion in the mind of the people.

3) Black and White version. While emphasizing the colors we must also remember that it is important for a logo to come out well in black and white.

4) Minimize Colors. This is more important from an economic point of view. Logos are often required to be printed for stationary and corporate literature.

5) Logo Format. It is advisable to always use a vector format for your corporate logo design. A corporate logo may be required to be reproduced at any size for different purposes in the future.

Having analyzed the structure of a logo, we made a conclusion:

The Logo Design Must Send the Right Message: A beautiful design isn't helpful if it doesn't communicate the right story to prospective buyers.

The Logo Design Must Work Everywhere: Logos appear on letterhead, websites, advertisements, business cards, clothing, giveaway and promotional items, and in countless other spots.

The Logo Design Must Grab Attention: People develop first impressions quickly and scan millions of items every day without giving them a second thought. A great logo design inspires that second thought and helps put a business into the memory of the person who sees it.

Typically, successful logos are clear, short, and simple, easily memorable and recognizable and easy to spell, read and pronounce in all languages. Consumers should be able to read the logo and to realize what is suggests so that it can successfully stimulate their interest in the firm and its offerings. In that sense, successful logos depict the organizational goals and values, while suggesting the product or service benefits.