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Should You Opt for Free Online Computer Logo Samples for Your Trademark?

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Since the brand mark is the first thing that a customer notices in your company, it wouldnâ€™t be an exaggeration to call a logo the face and personality of the brand. So it is quite obvious that you would want your face to be different from others so that your customers find it easy to recognize it.

That means that your business mark must be created patiently and intelligently. It must reflect the unique features that your product offers.

So are you starting your own small business in your locality and planning to use those free computer logo samples for your monogram?

Iâ€™ll give you three things to think about before you make such an important and fatal decision for your corporation.

1. They are generic:

Would you really want your company to have a face that many other companies have?

Would that really give your company logo the distinct look that you want?

I donâ€™t think so.

This is the biggest disadvantage that the online computer emblem designs have. They are as easily available for others as they are to you. There may be a little alteration in the colors and the fonts but the basic concept if always generic. If a customer looks at a brand mark that is common, then that is the exact way he depicts your services â€“ unimaginative and common.

2. They are low quality:

Always remember, nothing in this world is free even if everyone is trying to convince you otherwise.

If your logoâ€™s free then I guarantee that it wouldnâ€™t be a high quality image which may hurt your business more than the advantages it serves.

You may argue that it doesnâ€™t matter because your business is so small that youâ€™ll only be using yo brand mark on your stationary and the shop banner but let me tell you something; if your symbol looks low quality and that is exactly how your customers will depict you â€“ unprofessional and lacking quality.

Want more reason?

What will happen five years from now when your brand is a raving success?

Will you still want to use the same low quality mark now that your corporation is famous enough to be printed on bill boards and banners?

Changing it then will affect customersâ€™ relativity to your corporation so why not put in a little effort and money to make sure that you get the job done right the first time.

3. They get distorted when resized:

If youâ€™ve gotten one of those free designs from the internet and are fully intending to use it for your trademark, hereâ€™s a test for your computer logo design free. Try enlarging it.

Is it looking distorted and pixilated? Yes?

Still planning to use it?

In conclusion, take your company emblem crafting process as an investment. Do it once but do it right so that it lasts long.

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