



# Article Side

Tips for a Good Logo Design by [Justin](#)

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While you are providing the logo brief and other necessary details to your creative designer its necessary to remember to keep in mind about your business and your customers. Think of what your customers are expecting from your business and which kind of logo will work great with your company. A logo design is a compressed story about your company's nature and attitude which is conveyed through your logo.

## Make it Simple:

The best logos are always simple and easy to understand. The sooner a person can decode the better are chances to get a new customer. Simple designs are not just easy to identify but also easier to remember.

If you are looking to get some complex design for your company's logo, reduce the number of lines and make it as simple as possible considering that a common person should be able to understand what has been drawn.

## Font:

This is a serious factor when deciding things about logo as to which kind of font you will be considering for it. Selecting the right kind of typeface will make a great difference in your logo. Taking the example of an Insurance company, the logo needs to be elegant, bold as well as thick. No fancy design and swirls, it should convey trust and reliability. Small little things in the font make great differences in the perception of the logo.

## Usage of Vector Graphics:

While giving the logo brief to your designer ask him to provide you the logos in vector graphics. The biggest benefit of having the images in vector graphics is the flexibility of them being resized in almost every shape and size without losing much details of the image itself. For stationery like business cards, envelopes etc you can resize the logo and the same logo can be resized for banner posting and billboards. Moreover vector images occupy less space in your computer.

## Color Scheme:

Just like the selection of fonts, color is yet another sensitive element of logo. It is wise to limit yourself to RGB or CMYK colors so that your logo looks equally good in print as it looks on web. Another thing that you need to check is that your logo looks great not just in colored pattern but also in black and white, as you will be using your logo while faxing. Furthermore, many companies using black and white printers while creating invoices and other printed material, so you don't want your logo to look unappealing in black and white.

At the end of the day, it is always good if you are hiring an experienced logo Design Company to design a professional logo for your company as your logo will be representing your company everywhere. It's a good and long term investment which will repay you every single day. A professional logo designer will have a better know how of which elements to add in your company's logo. It is just a matter of locating that designer and you can be on your way to having a wonderful custom logo design.

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