When Should You Use Text Logo Designs for Your Business Mark?

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It is a known fact that a logo design is the face and personality of a corporation which makes it essential to be designed with utmost care and intelligence.

There are three main types of logos; one that solely consists of text, other that solely consists of images and third which is a combination of both. Text logo designs are quite popular as they are timeless and have a greater margin for innovation. You can play around creatively with fonts and colors or conceal product features in brand mark intelligently to make it memorable and unique.

But when are text based symbols perfect to be represented as your business mark?

Letâ€™s have a look:

1. When your business or trade nature is formal:

Text emblems are perfect if your trade nature is formal and professional. If you observe, most of the trademarks of banks and other corporations are text designs with straight fonts. That is because it represents the professionalism and proficiency of the corporation whereas using a lot of images represents casualness and informality. You can also accompany your word emblem with a small symbol but the main focus should remain on the text in the monogram.

2. When your business name is too long:

If your corporation name is already long, then it is not a very good idea to insert images as it would complicate your monogram and make it difficult for viewers to remember it. Even if you use text for your corporation symbol, make sure that you add an innovative touch in your trademark by inserting small concealed messages that represents a unique feature of your product or company. For example, the small arrow in FedEx symbol represents moving forward while the number 31 in Baskin Robbins signifies the number of flavors it has to offer.

3. When your business name is unique and unheard of:

One of the first rules of logo designing is to keep one central focus in your brand symbol so that it is easily memorable. So if your brand name is unique or distinct, omit use of images and illustrations and keep the focus only on the text of your monogram so that the main focus is the companyâ€™s unique name.

4. When your company offers a lot of different products:

If your corporation offers a lot of different products, then it can be quite confusing what image to use so that it is a true representation of all your products. In that case, you should use text based symbols so that it unites all your brands without giving one product more attention than the other.

5. When you donâ€™t want to alter the business emblem for a long time:

Free text logo designs are timeless and classic and they never go out of style. So if you are planning not to change your brand mark design for years to come then it is advisable to use text for your symbol.

Hence, if you want your trademark to be distinct, timeless, sophisticated and easily memorable, then it is a good idea to use text based emblems for your company name.

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