



Article published on November 28th 2011 | [Marketing](#)

A great logo design is definitely the lifeblood of any productive business. Choosing the ultimate Logo Design for your business is a substantial phase in establishing a long lasting and unique brand acknowledgement.

The resources and articles below will allow you to understand the concepts and hurdles of logo design and understand the steps related to have a strong logo for your business.

These resources will allow you to appreciate how an outstanding logo design will contour your company's visual identity - one that's one of a kind and withstands the test of time.

9 Fundamentals for a successful Logo Design

The right logo, while using the right characteristics, will boost your visibility, credibility and remarkability -which imply more business available for you personally!

These characteristics include:

1. Consistency used of your respective logo, tagline, materials. Repetition of similar elements, utilized in a similar or similar ways, helps individuals to remember your identity and what you do.
2. Memorable, which means that your logo stays at the forefront of your potential clients' minds. This way, they'll consider you the next time they have a need.
3. Meaningfulness, which means that your logo can spread the content in regards to the distinguishing characteristics of your business.
4. Uniqueness, which will help you stay ahead of the crowd. For instance, if everyone in your industry utilizes a particular symbol (i.e., travel agencies often use globes in their logos), try to use something different - this way, your logo doesn't just resemble everyone else's.
5. Professionalism, in the excellence of the graphics, the printing and also the paper which your materials are printed.
6. Timelessness in your logo will make sure that you don't have to redesign your logo in mere a few years which your investment and equity in your design will be lasting.
7. Differentiation between the colors in your logo - and not simply in terms of hue, but in relation to value too, so that it translates well either to black and white or grayscale and colorblind people are capable of seeing it.
8. Unity on the list of various elements within the logo. The Logo design must fit together as a single unit, and not simply appear like a jumble of elements pasted together.
9. Scalability, so that your logo looks just as good on both a business card and on an indication for your business (or a billboard!), and also at every size in between. Your business's name must be legible at various logo sizes - make certain that your designer chooses a font that's easily readable.

Having a Logo design that's skillfully made can definitely give your business a step up helping your

business get the interest - and clients - you need to succeed.

Article Source:

<http://www.articleside.com/marketing-articles/logo-design-helps-your-business-grow.htm> - [Article Side](#)

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Personal Visual is a Web, Video and Graphics Design Company based in Norwich, Norfolk. They specialise in design “ Flyer, Business Card, Logo, Video, [Leaflet Design](#) and Web.

With over 11 years experience in the design industry, Personal Visual insists that they can get a new business off the ground and improve existing ones.

Their website can be viewed here “ <http://www.personalvisual.co.uk>

Article Keywords:

Logo Design, Design, Logo, Personal Visual, Business, Professional

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