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4 Tips That Will Make Crafting of a Bike Logo Design Easier by [Tammy Becker](#)

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A bicycle is one of the most flexible sports items to be used in a company brand mark. A fierce edge in the image can make the entire emblem and the image of the company intimidating while a bit of color and softness in the image can make it perfect to be adorned by an environmentally friendly or child friendly project.

But that does not mean that it is easy to create a specialized bike logo. You need to create the right combination of images, colors and fonts for your emblem so that it reflects the right impression of your company.

1. Instead Of Using Predictable Images Of A Bike, Use Images That Represent The Functions Of A Bicycle:

If you want to make your company trademark design unique and distinct, then do not use images of a bicycle in your brand mark. That would make the image too boring and predictable. Instead of using images of the bike, you can use images that represent the unique qualities of the bicycle. For that you need to list down the features or qualities of the bike; for example, speed, aggression and momentum are few of the qualities that the product offers. Why not use images that represent those qualities?

For example, you can use an image of a set of wheels with angelic wings attached to it or an image of a tiger or a fix to depict speed and momentum. That way you will be subtly representing the true essence of the product.

2. Use Colors According To Your Business Or Event Nature:

Make sure that the colors that you use in the emblem reflect your business nature and target audience. For example, if your product or event is targeted towards kids and youth then you can make the emblem colorful and friendly but if it is targeted towards adults who are looking for a competitive and aggressive product, then you should use colors that represent command and authority like black and dark blue.

3. Use Italic Fonts Or Slanted Type Face For The Brand Mark:

Italic fonts or fonts that are slanted to one side give the impression of momentum or acceleration which is perfect to be used in these kinds of trademarks. You can also place the text or company name at an alignment so that the emblem looks attractive but make sure that the text is legible easily.

4. Make Sure That You Are Crafting Only One Central Theme For Your Emblem:

Some companies make the error of using too many concepts or images in their giant bike logo design together. For business symbols it is essential that they contain only one central concept so that they are easy to understand and remember.

So, there you have some great tips that will help you craft business symbols easily.

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[Tammy Becker](#) - About Author:

Tammy Becker is a senior graphic design consultant at a professional graphic design company. For more information a [specialized bike logo](#) please contact at a [giant bike logo](#).

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