



# Article Side

Four Steps for Creating a Video Games Logo That's™ Distinct and Innovative by [Tammy Becker](#)

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If you are creating a new video game, then it is important that its emblem reflects the innovation and creativity of the game. Your monogram also needs to be distinct so that it is easily distinguishable from its competitors.

Here are some basic steps to craft a video games logo that is distinct and innovative:

## 1. List Down Unique Factors In Your Video Game:

If you want your product to be distinct, then you need to make sure that your emblem is distinguishable and attractive. Here, you need to decide what are the factors that make your product different from others? Is it the setting of the video game or the unique action weapons? For example, if you are using ancient Egypt as the setting of the game, then you can use that in your monogram. Then you can list down all these factors on a piece of paper.

## 2. Illustrate An Image Accompanying Each Of Those Unique Factors:

Accompany each of the above mentioned factors with an illustration. It doesn't need to be a perfect picture, only the basic concept. This will form a basic idea of the emblem. For example, if you are using Egypt as your setting, then you can use image of a Bastet or a sphinx. If the game is set in Hawaii, then you can use image of Hawaiiin Gods in the monogram. Here, you only need to make sure that the illustration you draw for the features is unique.

## 3. Choose The Best One:

This may be the hardest part of all. Here, you need to pick the feature that you think is the most distinctive of all. A good emblem always has only one central concept which maintains the customers'™ focus towards the picture. If there is more than one concept in the image then it becomes complicated and incomprehensible.

## 4. Draw it on the computer with the help of an illustrating software:

Now that you have your image ready, you can now draw it on the computer using software. For drawing it on the computer, use the following tips:

### • Add Contemporary Effects To The Image:

Add effects in the image and text to make it fashionable; for example the 3 dimensional effects. This makes the text and image look contemporary and life-like.

### • Use Thick And Bold Fonts So That They Are Easily Visible:

Your product name needs to be clearly visible and readable. For that, you can craft the type-face to be thick and bold so that it looks authoritative, professional and masculine.

### • Use Bright And Intimidating Colors:

Since these games are regarding action and violence, the game logos need to be crafted

accordingly. Use bright colors like red, yellow and black that represents energy, excitement and authority.

After you have finalized your image and text, you can send it off to the printer and make it your company's trademark.

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