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The main aim behind branding is to establish the products or company's identity and image in the market. Branding can be done to launch and introduce new added features to the old product or simply for introducing new product. The core strategy that works best to achieve intended impact is use of perfect logo Ontwerpen that gels with the product features and image.

In today's world where promotion and advertising are the key resources for reaching the target consumer, you get to see too many logo designs and brandings from all types of companies. But the logo Ontwerpen or the advertising campaign that is done with originality, simplicity and creativity makes the most impression as whatever is novel and unique attracts immediate attention.

What makes a good logo?

Currently from newspapers to internet, every medium is used for promoting a product or a concept. If your logo is copied or resembles something that is already existent in the market then, your product won't be able to make a separate identity for itself in the field. There are certain factors that make a good logo Ontwerpen. Let us check them out here:

Colors:

There are only two possibilities of printings. One is black and white and the other is multicolor. At times, the logo you design will be used on a medium that facilitates use of variety of colors. But many times, the same logo Ontwerpen can be printed or used in black and white depending upon the necessity. So while designing a logo these considerations should be taken foremost into consideration. Moreover, you should avoid using the same color combination that is used by many others in your field so that your logo Ontwerpen does not get mixed up with others. Use colors that look good on multiple varieties of base and can be identified easily from long distance.

Simple appeal:

Complicated shapes and images confuse the mind of the viewer and do not help in establishing the required identity in his mind which is expected from design of a logo. This way the main intention of creating a logo is lost. Instead simple and creative design can be easily remembered and makes immediate impact on the public mind. Since the registration is immediate, the recall value is also quite high which solves the purpose of creating a logo.

Tag line and company name:

If a tag line gels well within the design of the logo then, it can be used. But just to adjust a tag line, the design should never be compromised. Although words are equally important while representing the image of a brand or company, it is the visual that makes the long lasting impact and hence more concentration should be made on creating a good logo Ontwerpen rather than incorporating a tag line. The same holds true in case of company name. The logo should not hold more than four letters, so either initials of the company or short form should be used.

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