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Tips to design a logo by [Thakur7](#)

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Have you ever think what actually company identity is. Like our identity is our name similarly a company identity is its â€œlogoâ€•. Why company actually design a logo? Itâ€™s that people not always remember about company. But, their logos keep its existence forever and keep on recalling its name in the eyes of mass audience. People always confused while designing a logo for their company. All you need to follow simple steps in designing a logo.

Firstly, the most important thing which you keep in mind while designing a logo is â€œsimplicity is the bestâ€•. One should keep its logo as simple as possible. A logo is like the identification of your company. The simple logo explain your view point to your business partners or potential clients more easily then a complicated logo. Sometimes it happen if your logo design doesnâ€™t work it is easy to add new element on your logo when it is easy rather than when it is difficult. Try to engage your audience with your logo design. Your logo design should attract the audience and give them a useful message. Your logo design should always give a message to mass audience which are of their interest and for their good.

If your logo will give a message while showing an interesting design it will help not only entertains your audience but also it will create a forever impression of your logo design in the mind of your audience. Logo design should be for longer period of time. So, design your logo considering about your company future and its goal in next few years. Always consider to design your logo for more than 10 years. If you keep on changing your logo design frequently, none of the logo design will create a strong impression in the eyes of your audience.

Use simple design with not much colours and a strong and innovative tagline will make your logo design more beautiful. 3D effects can work better on logo design. Before designing a logo, think about your company product and service in mind. Also, try to give your company goals in your logo. Also, use those colours which are visible and try to use colour combination if you are using more colours in your logo.

Uniqueness is very crucial while designing a logo. Unique idea is very important. Try to give those ideas for your logo design which are quite attractive and new to mass audience. If you use same types of ideas your audience will not show their interest in your logo design. One should remember people always interact and try to look for unique and new ideas. It all in depends upon your creativity that what you give your mass audience.

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