Key Traits of a Good Logo by Irene Thompson

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A step by step discussion on how to design good logos for different companies is a good way for people to avoid some of the more embarrassing logo design mishaps that commonly occur nowadays. Still, it is good to just define key terms that would describe the characteristics of a good logo, because single-word traits are much easier to understand than a thorough explanation on the different steps to good logo design. Thus, here are some of the things that you should incorporate into the logo that you would have your Ft Worth printer or DFW printers produce.

Originality. It is an obvious thing to know that a good logo must be original, not only so that it is not associated with any other company or product that you wouldnâ€™t want to be associated with, but also because plagiarism can lead to a variety of different issues and lawsuits. If you want to avoid the controversy and hassle of having an unoriginal logo, do your research well and make sure that your logo-design staff are not taking unnecessary and risky shortcuts to their jobs. Even small things such as color and font can be considered as unoriginal so if you want your company image to remain clean and unique, be original.

Simplicity. Complexity is not always an impressive thing. Often, it only confuses and frustrates people whenever they see something intricate and are unable to fully grasp the meaning behind it. Instead, go for simple yet striking whenever designing your own logo, so that your customers and clients will be able to remember your logo wellâ€”even subconsciously. You know that you have a simple yet memorable logo when even simple colored shapes like rectangles can remind a customer of your company.

Timelessness. This one is one of the characteristics of a masterpiece and it goes the same way for logos as well. Simply put, when a logo can survive through the years and still have the same level of impact on the people, then can it be considered timeless. Just like Shakespeareâ€™s work endures through the ages, a masterful logo design will be able to represent a company through many years without needing much overhauling. At the worst, a good logo will need only minor tweaks in order to keep its look fresh and relevant.

Universality. Along with timelessness, universality is another sign of an impressive logo design. One aspect of this is that a good logo would be equally appreciated by people, regardless of race, gender, social class, or religious affiliation, unless of course your company is specifically aimed at certain groups of people only. There are other aspects to universality, of course, but this is one of the most important.

These are but four of the key traits of a good and effective logo design among several others. Before you take your logo to your Ft Worth printer or DFW printer, make sure that it first passes these four tests. That way, you can be sure that your logo would not be an embarrassing liability for you, but rather a proud symbol of your company.

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Irene Thompson spent 5 years guiding businesses to get new customers and increase sales. To experience fast, full color and high quality printing materials , visit a Ft Worth printers and

experience one of the most trusted printing company in Dallas area.

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