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A logo design is the face of a company and it would not be an exaggeration to say that it can make or break a brand.

Different businesses require different type of brand marks. Some need to be subtle and sophisticated while others require a lot of imagination but in both the cases, the trademark that you craft should be distinct.

Many people prefer their brand marks to be subtle and simple which is why they use purely text based designs.

These emblems may look simple but they fail to be distinct or memorable.

So how can you make your text based emblem distinct?

By using 3d text logo!

But things are never as easy as they sound.

Letâ€™s have a look at a few pros and cons of 3 dimensional emblems which will help you select a design type for your brand mark.

The Pros:

1. They give a contemporary look to the logo:

If you want your business mark to look modern and fashionable then you should add more than one dimension to your trademark. 3 dimensional monograms are fashionable and smart due to which your trademark becomes appealing to the viewers. You can even find a design according to your business nature in 3d. For example, if your product or service is targeted towards children then you can use origami text symbols or if it is related to technology, then you can add a graphical touch.

2. They give a realistic feel:

Because of the creative competition nowadays, customers want monograms that are real enough to feel and touch. The different layers and angles give a more surrounded view of the design which makes it unique and real.

3. They are perfect for businesses related to creativity and imagination:

If your business is related to creativity and imagination, then your business monogram must be crafted to reflect the same. 3 dimensional emblems can give you that air of innovation and imagination that you need to attract customers.

The Cons:

1. Your logo can go out of fashion:

A negative aspect of fashionable symbols is that they go out of style very soon. This is bad news for

a company with a 3 dimensional emblem because if they keep on changing their brand mark then the customer will never be able to relate to their company.

2. It is quite difficult to create a good 3d logo:

3 dimensional monograms are not as easy to create as straight texted ones. They are mostly created on computer softwares which require skill and proficiency as compared to text logo online that can be found very easily over the internet. If you are a small business owner trying to create your own brand mark with no computer expertise, then it might be difficult for you.

In a nutshell, if you want to give an innovative, trendy and realistic touch to your trademark then use 3 dimensional designs but make sure that you craft a design that is timeless and classic so that it does not go out of style soon.

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