Furniture Logo Design Ideas â€“ Dare to Say No to the Chair by Tammy Becker

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If you ask me to name one image type that has been overdone in furniture business symbols then I would say that it is a â€˜chairâ€™.

You can even check that on Google. Try searching for â€˜furniture logosâ€™ and you will notice that every eight out of ten symbols consists of a chair or a couch.

Whether the company is selling antiques or contemporary office gear, a chair is such a generic image that seems to adorn all types of business marks. From illustrations to photographs, all has been done before.

So the question here is that why do people use a chair for their furniture logo design symbol?

The easy answer would be to say that itâ€™s because it is the most easily understandable and relatable image for customers but in my opinion, that is just an excuse for lack of creativity.

Want more reasons why you shouldnâ€™t use a chair for your furnishing brand mark?

Let me tell you!

Reason No. 1:

They Are EXTREMELY Generic:

The main purpose of a trademark sign is to differentiate your company from the rest.

Do you think that using a chair in your emblem can do that; especially when a zillion other companies have used it too?

I donâ€™t think so.

No matter how creatively that piece of furniture is drawn, at the end of the day, it is still an image that adorns many other monograms.

If you want to add a distinct edge to your brand mark, why not use something so unique that it is memorable at first sight.

Do you remember the Starbucks logo?

Do you see coffee beans or a cup of coffee there? No!

You see a mermaid and it is the distinctiveness of the image that they have chosen for their brand mark that makes it so distinctive and widely recognizable.

Reason No. 2:

They Limit Your Business Options:

When your company expands into a big construction business, would you still want a â€˜chairâ€™

representing your corporation?

I highly doubt that!

So why not think 10 years down the lane and choose an image that would make any corporation proud, whether itâ€™s a furnishing or a construction company.

Honestly, if I wanted to buy myself an antique and intricately carved display unit or a book shelf then I would never be attracted to a shop with an image of a chair in their office furniture logo.

Because, can I really trust a companyâ€™s creativity and imagination when even their trademark consists of an image that is supremely basic and stereotyped?

In conclusion, if you really want to set your emblem away from others, then you need to set the chair away from you.

The only time to use a chair in your company is to climb over it to fix the bulb.

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