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How Can You Craft an Attractive Beauty Logo for Your Salonâ€™s Trademark? by Tammy Becker

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If you are opening your own salon, then the first strategy you need to develop is to figure out how to brand your beauty shop.

For that you need to create your salonâ€™s logo that sets you apart from the competitors.

But getting a logo for a salon can be a little expensive for your small budget.

What you can do is create your own beauty logo design that depicts a true essence of your creativity and skill.

What images are appropriate?

a) A beauty shopâ€™s fame and fortune depends upon their skills and creativity which is why it is important that their brand mark reflects the same. For that, you need to use intricately detailed symbols to demonstrate your innovativeness. Also make sure that the images that you use are feminine and sophisticated. You can use several ideas for the images. You can use intricate Celtic designs or illustrations of butterflies or flowers in the monogram.

b) Another idea is to use your companyâ€™s unique selling point in your emblem.

For example, if you claim to use organic and natural products in the salon then you can craft an illustration of a silhouette of a womanâ€™s profile with small flowers and leaves for hair.

Remember that to keep the emblem simple and memorable you need to keep the focus of the design on one central image or concept. For example, if you are using the emblem idea mentioned above of the womanâ€™s profile with flowers and leaves, then donâ€™t couple it with images of a butterfly angels or wings because that would make the image too complicated to be memorable.

How can you craft the text with effects?

If you want to keep your brand mark simple yet attractive, then you should use different effects for text in your trademark. For example, you can use scripted fonts at an alignment to make them appealing or you can use the 3 dimensional or gradient effects for text to make it interesting.

How should you use the colors?

Because itâ€™s an emblem related to creativity and imagination, there are no limitations for the colors that you can use. Just make sure that you limit the number of colors that are used in the monogram to three so that the colors donâ€™t overwhelm the image and to make sure that the colors complement each other. For example, if you are using a colorful image than try to use a light colored background. Similarly, if you are using a colorful background then make sure that the colors in the image are minimal. Colors that are popular seen in beauty logo designs are purple, pink, blue, red and black. All these colors either depict feminism or are authoritative and powerful.

Hence, make sure that your salon monogram reflects the true personality of your company to set it apart from the competitors.

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