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How to Create a Great Electronics Logo Design for Your Company Trademark? by [Tammy Becker](#)

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Whether it's a small electronics shop in your neighborhood or a big corporation that you are trying to establish, you need a brand mark that will distinguish you from your competitors.

But that isn't as easy as it sounds. You need to create a satisfactory blend of the colors, images and effects so that it creates a lasting impression in the minds of your viewers.

Wondering how you can do that?

Let's have a look at a brief guideline for the kinds of images, fonts and colors you should use for your electronics logo design:

1. What Images Can You Use?

Use images that remind you of technology. That does not mean that you use the images that directly define your business because that will be too obvious. If you are opening a store for selling televisions, then do not use that in your business mark as that would look unimaginative. A great idea is to use images that subtly define your product features. For example, you can use your company initial encased in an electron like structure that is designed with blurriness which can depict speed. You can also use images of the molecular structure, a circuit board, a metallic hand holding a globe, a metallic DNA design or a robotic eye for your trademark.

If you want your design to be out of the box, then you can also use image of a fish for your monogram. The simplicity of this creature will be a pleasant contrast for your company mark.

2. What Colors Can You Use?

Use colors that are energetic and represent technology. A common color that is often used to represent electronics is blue. Besides that red, green and black are also popular colors. While using colors make sure that if you are using a bright colored image then you keep a neutral or white background. Do not, in any case, use shaded or gradient backgrounds for your emblem.

3. What effects can you use?

If you want your company symbol to stand out then you should use effects that stand out as well. You can use effects like 3 dimensional, origami or paper folding which shows that your logo is up to date with fashion and at the same time gives it a chic and sophisticated feel.

4. What fonts can you use?

For electronic logo designs, you should use fonts that show your customers that you are professional and proficient. For that the most suitable fonts are straight and thick. If you use scripted fonts then your monogram may look innovative but it will also look informal and unprofessional. In emblem crafting, leave the imagination to the images and make sure that your fonts are proper.

In conclusion, don't be afraid to use a little creativity in your emblem. This is the exact feature that will help you stand out from the crowd.

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