Ideas for Crafting a Distinct Electronic Logo Design for Your Company

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If you think that it is easy for customers to distinguish your brand mark from others in your locality when both have used same type of images and fonts, then you are wrong.

It is quite difficult to make a business trademark distinct from others but just as important as you want the customers to think that you are better than other companies.

So what will it take for people to walk into your shop instead of others located at the same street?

Itâ€™s your unique electronic company logo design.

So, how can you make your business symbol distinct?

We have a few ideas:

1. Use green color to add the eco touch:

Because the world is becoming more and more environmentally conscious nowadays, companies are going green. One reason is that they genuinely want environmental sustainability. Another reason is that they are trying to appeal to the customersâ€™ softer side by claiming that they want environmental sustainability. Either ways, using the color green in your brand mark can be trendy and advantageous.

2. Instead of using obvious product images in your brand mark illustrate unique product features:

If you want your trademark to be different from the crowd, then donâ€™t use obvious images. One way to do that is to avoid using images of products in your emblem that you are selling. Use your unique company features instead. For example, if your are selling washing machines then instead of using images of that in your emblem you can use tiny white colored stars around your company name to signify the sparkling clean look that your product can give.

3. Use subtle effects to make the symbol timeless:

Effects enhance a logoâ€™s distinctness. If you want your trademark to stand out from the crowd, use effects for your text and images that represent technology and electronics. For example, you can use the 3 dimensional or the origami effect in your symbol. You can also use the folded paper effect which is quite popular nowadays. These effects also add an air of high quality to your monogram and make it classic and timeless.

4. Thick and straight type face will make your emblem memorable:

Thick and straight fonts signify that your business is professional and skilled while scripted and curvy fonts portray informality and imagination. For your companyâ€™s electronic logo design make sure that you use thick and straight fonts in your emblem.

To recap, while creating a brand mark for your company, make sure that you use a touch of green in your logo and use subtle effects like 3D or origami to give it a trendy and sophisticated look. You should also make sure that you avoid using scripted and curvy fonts which will give an air of

informality to your symbol and avoid using generic images that other brands have used.

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