Logo - Depicting Face of a Brand by 48bananas

Article published on August 16th 2012 | Web Design

That which pleases the eye, will take its place in the heart. Logo Ontwerpen is what makes any brand, product or service distinguishable from the rest. The more visually eye-catching a logo is, the better the chances of what it represents to be successful. But when it comes to the creativity part of any logo, there is a huge lot more to be considered than just the vibrant colours and a slick design.

What is a logo?

Logo Ontwerpen is the fore-front of anything that needs to communicate visually. A logo can be a visual representation of something as simple as the paperclip clipart that is seen whenever there is an email with an attachment, a signature of a celebrity, an exotic party location like Ibiza, a single word written in plain text like Xerox, or a progressive shape as indicated in the logo of Adidas. It sometimes can represent multiple entities highlighting their commonness or be an umbrella emblem of large global conglomerate. The essence of logo is conveying, or rather making a statement of what it represents or wants to convey to the population.

Design Creation

Logo Ontwerpen is among the most important functions of any graphic designing entity and quite usually the most challenging part of a design assignment. Contrary to the popular belief that designing a logo is the graphic designerâ€™s or creative departmentâ€™s job, the actual scenario of desig involves the topmost values of what it portrays.

A logo will go into the creative process, which is the actual graphical creation part, only after detailed inputs from a variety of sources like marketing, business development, services etc. depending on what it is going to represent. It is important that the designer asks as much questions as possible to enable incorporating the key values that are to be mandatorily conveyed through the design.

Symbol Psychology

Using a creative art effectively is closely related to understanding human behaviour. People react to and recognize symbols or shapes, colours, lines, fonts and other visual conveyors through the emotions that are imbibed as a result of their experiences. In addition to this, a good design also needs to be universal, as in be associated with in a consistent way across different geographicalregions, cultures, communities, countries and races. In fact some of the most efficient logos have often risen above these existing differences to become globally recognizable and successful.

Todayâ€™s is a world accustomed of adapting to interfaces. The new age Logo Ontwerpen essentially needs incorporating formatting and re-formatting of its graphics from large monitors to handheld devices and print media. The challenges faced by designers today is in making bold and simple approaches that stand out when displayed alongside numerous other graphics and withstand the squeezing and stretching across different mediums.

Article Source:
http://www.articleside.com/web-design-articles/logo-depicting-face-of-a-brand.htm - Article Side

48bananas - About Author:
Get a professional business a Logo Ontwerpen by Industry expert. 48Bananas.be is a a grafische vormgeving firm offering logo, flyer, and brochure and catalogue design services.

Article Keywords:
Logo ontwerpen, Logo ontwerper

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!