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Online Auction Store Logo â€“ You Trust Enough to Do Business with Them? by Tammy Becker

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Who wants to go through the trouble of going to the store when everything is easily available online on just a click of a button?

Why waste money and time by taking out time to go to the store and spend money on fuel when the same can be delivered to your door step with o delivery charges?

These are the main reason why online shopping industry is booming. But the biggest challenge in C2C businesses is how to attract people who would then become potential buys and sellers. Branding strategies especially the logo design plays a big role here. The ebay store logo is a good example here. It is a business that has become a symbol of international recognition and trustful business relationships through its emblem.

Letâ€™s have a look at some online auction store logo designs and see how they have contributed towards the businessâ€™ success.

Ebay:

It is one of the most widely recognized emblems that consist of a different color for each of the letter in the company name. The irregular placement of the text also makes it friendly and comfortable. The colorful touch of the monogram is perfect for a monogram that is web based.

Webstore:

For an auction business, what image can better describe their business nature than a gavel?

This is the image that this online corporation has used. The prominent dark brown color of the monogram makes this brand mark even more authoritative and intimidating.

uBid:

Here, the company name is placed in large sized type face over the web page in bright red and dark blue colors. The unequal placed combined with the red and blue color makes this emblem bright and attractive and the thick and straight type face shows that this company means business.

Auction-Warehouse:

This brand mark consists of the company name in blue and golden fonts with an image of three 3 dimensional boxes behind the business name. The shaded colors resemble the sunshine whereas rectangular shape that is surrounding the image makes it compact and solid.

WeBidz

Their company image also consists of an image of a gavel but here the gavel is accompanied with an image of a globe which gives this corporation an international look. The text is slightly slanted here which gives the impression of speed and acceleration.

Online Auction:

Encased in a yellow colored oval shape with text scripted in red and blue colors; this emblem looks more like a food store logo than an auction business mark. The design also consists of two abstract symbols that are surrounding the picture. The use of yellow, red and blue colors is making the image attractive and eye catching.

Hence, here are some of the online auction trademark signs that trying to tell the customers that they are innovative, trust worthy and easy to work with.

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