Article published on December 4th 2011 | Web Design

Any business needs the right logo with the right elements, features and characteristics in it. An appropriate logo design is always helpful in boosting your credibility and reputation among your target audience and expanding your business visibility. If your logo will have a memorable design, it will be able to bring more business to you.

The important characteristics of an effective logo design include:

Consistent use of your logo elements â€“ A logo includes various elements, tagline, materials and colours. You need to see that all these have been incorporated consistently with each other into the logo. Disjoint parts or repetition of similar elements again and again may make your logo appear inappropriate. So, remember to use your logo design elements carefully.

Memorability of your logo - Think of a logo design that can help your business stay at the forefront of your clientâ€™s mind. As soon as someone sees your logo, he or she can relate to your business. When they will need the product next time, they will remember your logo.

Meaning of your logo â€“ Your logo should not be just an excellent example of a creative logo design but it should have a meaning and convey some purposeful message to the onlooker. Your logo should successfully spread your business message and help establish your distinguishing characteristics in your business niche.

Uniqueness of your logo â€“ You need to make sure that your logo is not a copycat of a leading business in your niche. It may create a wrong impression about your business. You need to go for a logo design that can help you stand apart from the crowd. But donâ€™t forget to include those common elements that can help people relate you with your specific industry.

Professionalism in designing the logo â€“ Donâ€™t think you will be able to design a professional logo yourself without any experience. Remember, you will not change your logo again and again. Use of quality graphics and professional expertise are important for an appropriate logo design. Donâ€™t rush with finalizing your logo. Take opinions of several people and communicate the story of your business, organizational profile, brandâ€™s reputation etc to the professional graphic designer so that he or she can come out with the most suitable logo design for your business.

Timelessness of your logo â€“ Once your logo has been finalized; you will not redesign it for years. Make sure while designing your logo, you have kept in mind your future developments and the growth of the industry you are a part of. Thus, your logo design must be lasting enough maintaining its timelessness.

Choice of colours in your logo â€“ Colours should not only make your logo attractive but they should also be in-line with your business or brand identity and the corporate philosophy. Colours not only make your logo appealing but they also give value to your logo and help translate your vision into a visual expression.

Article Source:
http://www.articleside.com/web-design-articles/what-are-the-key-elements-of-an-effective-logo-

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Article Keywords:
Logo Designs Company, Logo Design, Logo Company, Business Logos Design, Logo Services

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