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What Makes a Logo a Great Logo by [Justin](#)

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Every business owner wants the best logo and every web designer wants to design the best logo to display it in his portfolio. But do we refer every logo as a great logo? We don't. So what actually does make a logo a great logo, or a better logo or the best logo? Is it that a fancy and colorful logo better than a black and white and simple logo? Or is it vice versa?

To claim one logo to be better than the other one, first let's talk about the purpose and meaning of having a logo. A business logo or corporate logo as we term it is for your company's representation. Your logo should play an elemental role in describing your company to your audience with just a symbol. Give people the insights of your company, your industry, your vision, your mission. More than anything else it should have a long lasting impression on your customer. The impact should be so strong that if your customer sees a part of your logo anywhere, it should remind him of you.

For instance think of the world's renowned logos, Starbucks, Nike, Wal-Mart etc. They are simple to understand the easy to remember. I bet we can't misjudge any of these logos. Even if you see the black and white version of them you will recognize it the very moment. This clearly explains the impact of the logo it has on your mind. And this is something every business owner wants in his logo. The ultimate recognition!

So what do you think is common in all these famous logos? All these logos are simple to understand and easy to remember and explain it to others. A few companies think that making their logos look artistic and complicated will have a good impression on their customers, the truth is contradictory. The simpler it is the better it will be.

The other thing you need to keep in mind is the usage of logo. Your logo is used in different ways; it will be on hoarding and advertisements, at the center of your website, at the corner of your letterheads, beneath your invoices, on top of your business cards and in various publications like newspaper and magazines. Your usage of Logo should be informed to the designer as changes will be needed in terms of size etc. You should also check how your logo looks in black and white because most people depend on black and white print outs so it should not be unrecognizable in black and white.

As you can notice what an important role a logo plays in representing a business, it's always advisable to have a professional design your logo. Don't go for amateurs only to save a few dollars. You might be good in designing and art work, but a professional designer will always know what is best for you. You can always share your ideas with a professional web designer and he can emerge it with his skills to give you what your logo actually needs.

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