Why is a Free Letter Logo Better Than an Image Logo?

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Ask yourself; what is the main purpose of creating a logo design for your newly established corporation?

The main purpose is to make sure that your potential customer takes one look at your business symbol and should know the product it represents.

So, how should you craft an emblem that is memorable to your customers?

Should you create emblems that consist of images and pictures or should you use a free letter logo design?

Letâ€™s take a look at both sides of the mirror.

Image based monograms give you a wide range for creativity and innovation. Through that, you can create designs that can tell your customers stories about your product or your brand. In image based designs you can take help from animals, birds, mythology and even fruits to represent your company values. You can use the colors, images and fonts according to your business genre and the image that you are trying to create and give your company a trademark that stands out from the crowd.

But if that is really such a sure-fire key to success, then why arenâ€™t all the brands using the same technique?

That is because things arenâ€™t always as rosy as they look.

Most of the corporations make the mistake of creating images that are too complicated for the customers to understand. Other times, the figures that are chosen to represent the company are so different from their business nature that, if isolated, it will be impossible to associate them with the brand.

Do you remember the Starbucks logo? If you isolate the mermaid from the monogram, would you be able to identify that this image represents a coffee manufacturer?

I donâ€™t think so.

In comparison, letâ€™s look at the advantages that the letter symbols serve.

Like the image based designs, they are also flexible and give a wide range for creativity but along with that they are also compact and concise which means that they take less space and can adorn any surface easily whether itâ€™s a billboard or a letter head. Along with that, they are easily relatable with the corporation as they consist of the business name initial which means that whenever the customer looks at that initial, he will remember your brand.

Another great potential that the free letter logos serve is that you can insert clever hidden messages in the symbol very easily that will make your monogram smart to the customers.

A letter symbol does not need to depend on an image or an illustration to create a particular corporate identity for the company; it does it by itself.

Do you remember the McDonalds arches or the Unilever U?

Even without the company name scripted in the icon, you can still recognize them from a mile away.

In conclusion, you have been given a true opinion about both the sides of the mirror. Now, how you choose to craft your trademark is up to you.

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