

DIGITAL WORLD

Importance of LOGO Designing.



WHY YOU NEED TO TAKE LOGO DESIGN SERIOUSLY?

In order to create a good brand image, it's important to take your logo seriously. The reason is that people may start questioning your product or service quality if your logo does not look good.

Having said that, you can easily become too engrossed in logo design, and spend all your time on it. You need to be wary of this, as falling into it can result in a huge waste of time. If you hire designers or use powerful design tools, you can circumvent this problem-which we will go over in the following sections.

**DO YOU
APPRECIATE THE
IMPORTANCE OF
LOGO DESIGN?**



FINDING SOMEONE TO DESIGN YOUR LOGO

The first time you need a logo, you might not know who to contact. A good option would be to use a site like Fiverr to design the logo for around Rs. 500/-

You might not expect a very high-quality logo since you are only paying a small amount. Nonetheless, it can be a good option if you want a logo you can use on your business card or website quickly. You should consider using a site like 99 designs if you want to take things to the next level.

99 designs asks you to provide a brief of what your logo should look like when you submit your request. In response, a large number of designers will then design a logo in accordance with this brief. The designer will let you pick whichever one is your favorite and charge what he has quoted.

Now that you realize the importance of logo design, you can also develop a good one for your business.

Consider asking someone you trust for advice if you are overwhelmed by this process.

If you are having trouble choosing between a wide range of potential logo designs, this will be especially useful. The good logos become more obvious with the help of a friend.







Choosing a logo is okay, but that doesn't mean that you won't regret it in the future. You can easily correct this mistake in the future by updating it.

The INSD Pune offers an excellent program on Graphic Design including Logo Designing.

Brands are remembered after 5-7 impressions, according to research.



TYPES OF LOGO

| | | | |
|---|---|--|---|
| <i>Abstract mark</i> | <i>Mascot logo</i> | <i>Combination mark</i> | <i>Emblem logo</i> |
|  |  |  |  |
|  |  |  | |
| <i>Lettermark</i> | <i>Pictorial mark</i> | <i>Wordmark</i> | |