

5 Reasons Your Company Needs a Good Logo

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The two main purposes of a logo are to inform potential clients of a business's name and to create a visual symbol that represents a business.

1.) Create a positive first impression

The main intent behind a logo is to establish a business's brand identity and ensure that when customers see a business's logo it communicates on various levels.

2.) Engage and attract new business

People see thousands of logos daily. Therefore, a logo needs to send the right message to potential clients.

3.) Set a business apart from its competition

Differentiating a business from its competition is critical when competing for clients.

4.) Ensuring clients remain loyal

A professional logo can take your business to the next level as people will subliminally understand a professional logo to mean your company is established.

5.) Earn trust with professionalism

A professional logo builds trust in your brand as it sends the message of professionalism.

The 5 Most Common Logo Types.

Most businesses have different approaches to logo design and they fall into five distinct categories. None of the categories are inherently superior to the other as it is solely based on preference.

Type based

Examples would be Facebook, Sony, Google, Coca Cola, Visa, Virgin etc.

Illustrations

Examples would be Apple, Twitter, Target, Shell etc.

Abstract

Examples would be BP, Pepsi, Adidas, Nike, Mitsubishi, Mastercard etc.

Hybrids

Examples would be Doritos, Burger King, Lacoste, Pringles, Puma, Nasa etc.

Mascots

Examples would be Colonel Sanders by KFC, The Penguin by Penguin Books, Michelin Man by Michelin, Rich Uncle Pennybags by Monopoly etc.

If you are interested in taking your brand to the next level online with unique logo designs, then get in touch with our team at CAE Business Solutions Ltd.

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Customer Support

Upon receiving an email from you one of our business consultants will respond as soon as possible during working hours. Alternatively, you can call us and we will be more than happy to answer any of your enquiries.