



a division of Singulus Marketing Inc.

What are the characteristics of a good Logo?

Logo is something that is closely associated with any business or service or organization. For the same reason, it is obvious that it should depict the purpose of the business or service. The logo should be designed exclusively based on the scenario where it is going to be used. Logos are usually small images that represent a company or product.

There are four basic design characteristics that should be followed in order to come up with an efficient logo. They are the Shape, Weight, Presence and Contrast. The shape of the logo plays a vital role as it acts as the outer frame work for the logo. As we normally like to recognize things with shape, having a nameable shape for the logo increases the possibility of the viewers to remember it for a longer time.

The thickness of a logo is called its Weight. It is defined based on the concept that bold or thick logos can be used in any environment to attract the viewers. Use of many colors and 3D effects can be avoided as this quality would make it difficult to reproduce the same effect in different formats.

The amount of space a logo fills is directly proportional to the presence it gains. This quality makes the logo bolder and clearer making it more recognizable. This is yet another important point that one needs to remember while attempting to design an appealing logo.

The last characteristic of a good logo design is the contrast between the colors used. This helps viewers to recognize the edges of the design more clearly and increases the chances for them to remember it longer.

The above discussed are the key features that contribute to the creation of a outstanding logo that will imprint itself in people's memory.