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## Importance of Logo for Your Business

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A logo is not just a visual design but a complete message from your company to the customer. It is a reflection of your identity and beliefs and stirs up a plethora of emotions. It is essential to take a bold approach while designing the logo to let buyers know that they are investing in the right segment. It is a way to express your strength and stability to the people.

It has to stand courageous and powerful in the market. We understand the meaning of words is subjective, but they should convey their general terms soundly. What we really mean to say that your logo should be well-articulated and describe the idea behind your company.

Everyone has a different concept about what a logo represents, and for that, we will provide you with a guideline that will help you design an impactful and compelling image. We have breakdown the entire process into parts to bring your logo under the spotlight.

### Shape & Colors Play a Significant Role

It is human nature to relate various shapes and colors with certain feelings. It is important in designing a logo that it associates with your brand's values. It is possible by choosing a unique style with contrastive colors. You can select bold or sober colors, depending on the company's theme. For instance, a circle-shaped logo represents unity, whereas squared ones show power and stability. You can play with its shape to draft an exclusive identity.

Regarding colors, each shade represents a unique emotion. For example, red correlates passion and affection, whereas vibrant colors like yellow and orange radiate a lively vibe. You have to select a color or blend two to let people distinguish your product from a distance. For instance, you can buy a [custom printed cartridge packaging](#) with a smokey logo that narrates a story about your vape or cigarette brand sublimely.

### Simplicity is the Best Policy

Please do not overdo the logo in excitement and keep a very clean and simple logo that expresses your professionalism and shows that you are a well-managed and well-thought organization. It will let people know that they can do business with you without any fuss. It acts as a strong statement as it helps people remember the product and brand. For example, you must have seen how Facebook, Snapchat, BBC, and Apple Inc., etc., have kept their logo as simple as they could be, but they send a powerful message regarding the company. They have used simple yet classy fonts with contrasting bold colors without any over-the-roof embellishments.

## Befriend Creativity

Thinking out of the box usually reap beneficial results for people. You have to come up with an unconventional and contemporary logo design. It is a daring approach, but nothing good comes without risk. It sits well with the right audience. A brazen and rebellious look, like Chanel and Louis Vuitton, will push all the boundaries. You can use abstract designs with thought-provoking ideas to make the product and its logo enchanting.

## Adored Trio

Let's look at the logo from a psychological aspect too. It has been seen that those logos which have a triangle shape are pretty strong and influential. You can see many bigwigs are using this shape to show dominance in the modern-day market. You can think in aspects of law, science, religion or several other subjects. It is the most stable figure and associating it with the right color will do wonders for the company.

It earns the trust of consumers and makes them believe that they have made a perfect choice. You must have seen automobile companies, like BMW and Mercedes Benz, which have used different triangle shapes embedded in the logo. It exhibits an elite and powerful appearance.

## Display a Show of Power

Most of the logos have been designed in a manner that they display masculinity with sharp edges, conspicuous fonts, and murkier shades. We know that we recommended having a charismatic presence, but please do not be aggressive with it. You should also use universally-accepted feminine characteristics, namely minimalistic designs, soft shades and curved typeface, etc. You can mix both of these masculine and feminine traits to create a unique logo. This way, the logo will remain bold and powerful but with a soft and enticing appeal to the customers. It creates a personal feeling and subtly makes it approachable. Renowned companies like Coca Cola and Dove are its greatest examples.

## Take a Risk

Everyone wants their company logo to have a powerful presence, but they are not ready to take a risk. You first have to ensure the message your logo is conveying as compared to what you actually want. Keep it simple with the right color pattern to highlight your core values with the right choice of fonts.

With all of the above-mentioned points, you will surely get an enthralling logo for your valuable company.

*Photo by [Kelly Sikkema](#) on [Unsplash](#)*

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