
Y8 Graphics: Logos

What is a logo?

At the very basic level, logos are symbols made up of text and images that help us identify brands we like. But they can be so much more! A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value. That's a lot of responsibility on a tiny image! Let's look at how to make the most of your logo.

What does a logo do?

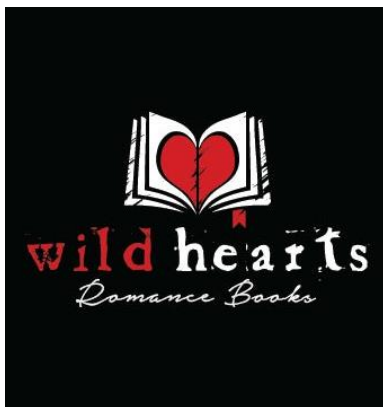
Logos do something aside from look pretty, right? Yes! Logos serve many functions.



A logo makes you stand out from the competition

Perhaps the most fundamental function of a logo is giving your business a unique mark that differentiates you from other businesses. This is especially important if your business has competition (which 99.9% of them do). Before you get a logo for your business you'll want to research what your competitors' look like so you can position yourself. Check out how the Cactus Dental logo separates themselves from the sea of cliché tooth logos in the dental industry by taking a feature unique to their geography and turning it into a toothbrush.

Of course, you don't want to be so unusual that potential customers don't understand your brand.



A logo identifies key information about your business

Along with defining your business, a good logo also provides your customer with some crucial information about your company: it can communicate the industry you exist in, the service you provide, your target demographic and your brand values. For example, a company might use circuit imagery into their logo to show that they operate in the software industry. Or they might use a specific colour to communicate they are committed to being green/environmental. Or they might use a stylish font to highlight that they are luxurious. Check out how Wild Hearts uses an image of a book with a heart in it to show that their business specializes in romance novels



A logo builds brand recognition

Logos also leave a visual impact that reminds your customers that, well... that you exist! In other words, logos can create strong visual associations with a business. This association helps customers keep your brand in mind. Think about brands like Nike or McDonalds, whose logos are so ubiquitous that they can be instantly recognized with or without the name attached. It's no surprise that logos are such a central part of brand identity