

The background features a central white diamond shape with a thin white border. This diamond is set against a dark gray background. Surrounding the diamond are several overlapping, semi-transparent geometric shapes, including rectangles and trapezoids, in various shades of gray. The overall composition is modern and minimalist.

**LOGO &
TRADEMARK**

LOGO

Trademark

Nowadays, the company logo is considered to be of great importance. Whether it's a brand logo. Shop logo because the logo will help the business progress and succeed. Making a logo requires creativity and imagination in order for the logo to be novel. Most of the goals of logo creation are to brand products or services.

LOGO

Trademark

Therefore, logo design is the most important. This is to create a distinctive and interesting branding, and also to promote the business to grow in another way.

Text + Image

LOGOTYPE



Logotype refers to a symbol, mark, representation, or any medium that indicates it. The type, form, or morphology of the person who owns the symbol or logo.

Text + Image

LOGOTYPE



Logo is a symbol that represents the image of the symbol and the mark, including the product and the manufacturing company, the design of the product logo and the company to be unique in its own way, helping to gain credibility and imprint on the consumer forever.

Text + Image

LOGOTYPE



Therefore, a logo can inspire inspiration, belief, popularity, and recognition about an organization or product, and it is the designer's job to create a logo for that purpose.



Did you know?



Did you know?

Sony's iconic notebook brand for design. At first glance, you'll immediately read the word VAIO, but if you look at it, you'll find that it's a combination of analog and digital. When VA instead of analog wave transmission, 10 represents 10, which is the binary code used in digital technology.

Did you know?



Did you know?

The logo of delicious ice cream brand Baskin Robbins secretly offers the number of flavors available for sale with pink colors in some of the letters B and R.

Did you know?



Hope for African Children Initiative

Did you know?

The logo of the African Children's Agency, Hope for African Children Initiative At first glance, you'll have a white map of Africa in the middle, and looking again, you'll see that the orange area next to it is a picture of children and adults standing facing each other. Indicates the purpose of this agency's work.

Did you know?



Did you know?

The popular nugat honey chocolate snack Toblerone secretly tells the story of the brand in its logo. With a white shiny bear in the middle of a triangular mountain, Toblerone originated from Bern.

Switzerland, where bears are the symbol of the city itself.

Characteristics of the emblem



Characteristics of the emblem

TRADEMARK

The nature of a good emblem is self-justified and can be considered in many ways.

Whether it is considered in conceptual terms.

Development or analysis of the personality of the symbol



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Characteristics of the emblem

TRADEMARK

1. Positive Association
2. Easy Identification
3. Abstraction Level
4. Reduction
5. One Color
6. Negative Space
7. Symbol Weight
8. Direction
9. Metering



Good emblem

**Must convey in
a positive way.**

Good emblem

Show the difference



The Importance of Logo Design

TRADEMARK

Nowadays, logo design should take some time to think about. Analyze multiple data to make the designed logo meet the company's needs. That particular product or service can accurately reflect the image that needs to be released to the outsider as expected. Therefore, the importance of logo design is as follows:



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The Importance of Logo Design

TRADEMARK

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1. Logo design helps to present with simple symbols or graphic images as a symbol of a company, organization or department store, but it is important to have the power to attract and display the image of a particular product, such as a man's product. Logos should convey strength, commitment, or smartness.

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The Importance of Logo Design

TRADEMARK

2. Good logo design will help people or potential customers to recognize it as soon as they see it. Can be inspiring. Build brand integrity Recognition and appreciation A good logo is therefore the basis of the concept or value of a perfect company.

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The Importance of Logo Design

TRADEMARK

3. Logo design The most important thing is to impress the viewer, which must be meaningful and easily remembered as a symbol that can enter the customer's mind. It must be unique and have no effect on the change of time. In addition, it must be flexible in terms of size, because it must be applied in places such as banners, large billboards. Easy to see

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The Importance of Logo Design

TRADEMARK

4. Logo design is a rather complicated process, like defining the identity of a business. In addition, it must be appropriate or match the preferences and values of the customer, indicating the value of the company that must be understood carefully. Be clear and competitive with competitors.

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The Importance of Logo Design

TRADEMARK

5. Logo design and branding It's a combination of two factors: quality and visibility, and in this globalized world, it's an indication of a company's intelligence to survive throughout the conditions of time and competition.

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LOGOTYPE

Wordmark is a logo designed by putting multiple letters together, also known as Logotype, companies that use this type of logo, such as eBay, IBM, CNN, Google, and Kleenex, among others.



LOGOTYPE



LOGOTYPE

Letterform, this logo is made from a single calligraphy to have memorable effects such as Honda, Uber, Unilever, McDonald's, etc.



LOGOTYPE



HONDA



U B E R



Unilever



i'm lovin' it[®]

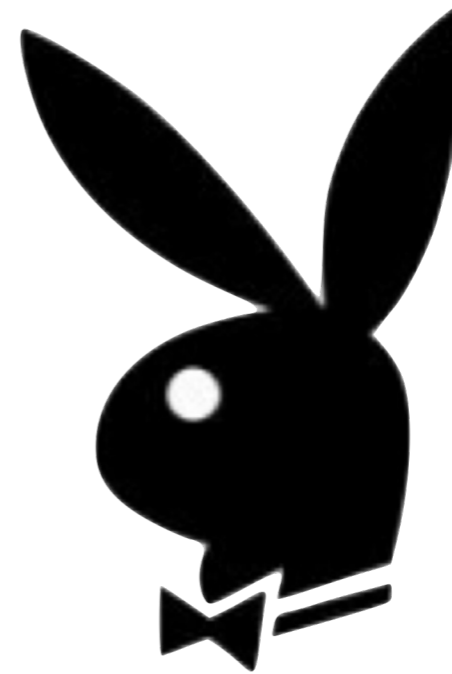
LOGO TYPE

Pictorial is a logo that looks like a symbolic figure to us. Like Starbucks, Twitter or Playboy, these logos all look symbolic.

LOGOTYPE



STARBUCKS®



PLAYBOY



LOGOTYPE

Abstract the logo itself does not convey anything, but is easily recognizable. Looking like abstract art, the most successful brand that uses a logo like this seems to be Nike.



LOGOTYPE



FUTURAL



PEEREDGE™

Did you know?



Did you know?

The logo of the Hartford Whalers hockey team from Connecticut, U.S.A., is designed to convey the full meaning, including the blue part instead of the whale's tail, the white part representing the letter H, and the green part representing the letter W.

Did you know?



Did you know?

Spartan Golf Club cleverly designed the logo, conveying two complete properties in one image. Looking at it from a certain angle, a figure of a golfer drawing a swing. From the other angle was a picture of a Spartan warrior's hat.

Did you know?



Did you know?

The logo of The Bronx Zoo, located in the busy Bronx neighborhood of New York City, depicts a long-legged giraffe. Looking at the giraffe's legs.

You'll see that there's a towering skyscraper standing. The media has made it clear that there is a zoo in this big city.

Did you know?

The Amazon logo, featuring the word "amazon" in a bold, lowercase, sans-serif font. Below the letters "a" and "z" is a curved orange arrow pointing from the "a" to the "z", symbolizing the vast range of products available on the platform.

Did you know?

The most popular online trading site, Amazon. They want to convey that they have a product to choose from. The kind of language we'd have to use is the word warship pestle, so we drag the orange arrow from a to z to say that there's really everything to choose from.

Purpose of logo design

TRADEMARK

A logo isn't just a symbol. But effective logo design can also increase credibility. Expressing oneself and preserving individual memories

And the key elements for logo design that can be optimized are as follows:



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Purpose of logo design

TRADEMARK

1. To be consistent, the logo must be consistent with its own meaning. Characters and marketing concepts Adding elements in parts that are similar to contextual differences in marketing will allow customers to create a sense of connection to the design. The company's logo and brand.

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Purpose of logo design

TRADEMARK

2. Be memorable, being consistent leads to being memorable. Logos should be designed to be simple and clear so that visitors or customers can easily recognize them. Take, for example, Apple's minimalist design, which seems unlikely at all, but it leads to unlimited customer recognition.

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Purpose of logo design

TRADEMARK

3. Must be meaningful A good logo design must be able to convey the meaningful message of the brand to the customer. The design of the American Amazon website indicates that they can sell everything from A-Z, and customers are smiling with impressions of the service.

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Purpose of logo design

TRADEMARK

4. It must not be unique to one to imagine a logo with similarities. Imitate each other with logos on the market. What manufacturers or corporate companies get is that customers will feel confused about the brand name they want to buy. Therefore, designing a unique logo is important, but that doesn't mean it looks too complicated.

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Purpose of logo design

TRADEMARK

5. Professionally, the company must ensure that its logo is designed to support printing of all materials available and must be of high quality. In addition to the quality of the graphics, it should be sharp and clear.

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Purpose of logo design

TRADEMARK

6. There is no time boundary, meaning that time cannot easily fade the image or meaning of the logo. Unless the company is rebranded or ordered a new logo. If the logo changes frequently and continuously, it will affect the brand. I don't feel confident in the brand I have.

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Purpose of logo design

TRADEMARK

7. Choosing colors The colors of the company's logo must be consistent in terms of color theory and also convey the company's identity.

Therefore, defining the color is not easy to make interesting, but rather maintains the basis for white or gray tones. Monochrome or gray, which allows color blindness to be seen.

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