

TIPS FOR A SUCCESSFUL LOGO

Making a logo for your brand is a very important thing, as it is what people see firstly. If your logo is bad, nobody will buy your goods or services.

There are 3 main types of logos:

1. Text
2. Graphic
3. Combination logo.

You should choose what logo you want. It is not everything that you should know about types of logos. There are also variants of each type.

Table 1

Text	Graphic	Combination logo:
• Font	• Linear	• Descriptive
• Word	• Icon	• Emblematic
• Letter mark	a) Symbol	• Illustrative/icon + word
• Typographic	b) Abstract	mark
	c) Character	
	• Illustrative	
	• Brandmark	

Here are some advice how to create a great logo in an easy way.

Be simple. You don't need to draw a painting. (Nike)

Be unique. Find something that surround you and add/remove something. (Apple)

Be meaningful. Every logo has a story, so put it in creation. (Toyota)

Be versatile. Your logo should work across every medium.

There are other tips for your design process for each step.

Step 1: Before you start creating your logo, you should:

1. Look at other logos and learn from them.
2. Make your own creating process.
3. Remember to avoid clichés

Step 2: Preparation process

Create an inspiration board. Stick all your sketches and other things that inspire you.

Step 3: Design

Make a sketch. Use a photo editor or painting programs and create/paint your logo idea there.

If your logo has a text, do not forget to choose a typeface. Remember that your text must be readable. Do not use more than 2 fonts. Use extraordinary typeface, but without frills. It will be better, if it is bold. Do not follow trend, today it is popular,

tomorrow it is not.

Choose colors and shades, which you use in your logo. Remember not to overdo.

Test your logo. Make sure that your logo will look great in different sizes, that you didn't use too much bright colors.

To sum up, a logo is of a crucial importance for promoting your company. You should take responsibility for this. If you do not do it, your business can fail.

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MANIPULATING CUSTOMERS WITH BRANDS

When choosing a toothbrush, one doesn't look at its color because one needs it solely to clean one's teeth properly. When choosing a coat, one doesn't look at the label because the coat simply needs to be warm. But not all people think this way, and this is the main problem.

There are two words, "brand" and "trademark", which are thought to be synonyms. But is it really true? There are a lot of trademarks in every branch of production and only a few brands. Brands are tools that have been created to manipulate people using imaginary advantages.

The needs of people are unlimited. When someone purchases something he/she wants, he/she is keen to get something else, which is better, more fashionable, and more modern. Brands take advantage of this weakness. For example, every year the company Apple presents a new iPhone, which differs from the previous model not a great deal. However, people don't think about this, they wait in long queues and blow their last money on a new model.

"To make people happier!" – it is the slogan of all brands. Of course, happiness is different for everyone, but a lot of aspects of happiness are shared. Every brand tries to stand out of the pack. "We will make you happier than other brands will", they subtly advertise and try to creep into your favour. They want consumers to choose exclusively their own brand in the future. Brands take advantage of one's most familiar feelings: loneliness, weakness, fear etc. They hint that one can change one's life only with the help of their products. Brands promise consumers the world just to choose their specific brand.

Everyone has an ego and tries to show people that he/she is better than others. Everybody wants to say: "Look, I'm not like you, I'm more successful than you, feel jealous of me!" One can see that people buy very expensive things because they think that it makes them better. A consumer will not look more beautiful in jeans by "Levi" and be stronger in athletic gear by "Adidas" than in other brands. Mineral water by "Evian" will not make you healthier than other types and using "Zenith" electronics