

LOGO Design - How to Create LOGO That Stands Out (Paperback)

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Reviews

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LOGO DESIGN - HOW TO CREATE LOGO THAT STANDS OUT (PAPERBACK)



Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The logo creation is a basic branding activity, that more often than not amplifies the unique message of a brand. Designing this decisive image is done carefully, bearing in mind the impression the brand intends to make on clients. The logo is the identity of a business or organization, which also helps clients generate favorable thoughts and feelings about the business or organization. Logo creation is so important to the business of a company or organization that some big companies allocate huge amounts of money to logo creation alone! In the past, people have used symbols and pictures as logos. However, modern logos are mostly graphical and designed in such a way that makes them easily recognizable. This book will give you -a brief description of a brand and branding message -the place of a logo in the branding activities -examples of different types of logos and their utility -steps you need to take in the designing process of a logo -how to hire a professional to make the logo for you; -the costs of logo designing; -what does it take to design a logo, yourself -what makes a logo look good and fulfill its purpose; -what mistakes should you avoid in the process of designing a logo Happy reading!.

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