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Logo Design - How to Create Logo That Stands Out

Josh Cooper

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LOGO DESIGN HOW TO CREATE LOGO THAT STANDS OUT I see every business like a living being, that needs resources to live, has a given evolution, and presents itself in a certain manner. The presentation part can be done in many ways, and some big companies allocate huge amounts of money for this only. Nevertheless, any business, no matter how small, needs an identity card, besides any other complex presentation forms. And this identity card, how I call it, is the logo. People have used symbols to express meaning since ever. Nowadays, logos are mostly graphical, and designed in such a way that makes them easily recognizable. It is a tool used for identity creation, and to generate favorable thoughts and feelings about the business. What will you find in this book? • A brief description of what is branding, what is identity and where is the logo's places in this • What is a logo and why every business, small or big, needs it • Examples of different types of logos; how and where each type is best used; • Description of the steps you need to take in the designing process; • How will it be if you hire a professional to make the logo for you; • What are the costs of logo designing; • What does it take to do it yourself • What makes a logo look good and fulfill its purpose; • What mistakes should you avoid in the process; In a world where the easy access to internet allows a lot of small businesses to develop, each entrepreneur needs to find its way on the market. So you need the logo for the customers to find you and for some other reasons. Find the arguments in the book. Happy reading!

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