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Logos and rhema pdf

A logo uses an image, a name in a separate font, or an abstract figure to represent a company, brand, or product. Companies with world-famous logos include IBM, Pepsi and Shell Oil. The use of a logo has clear advantages. A well-designed logo catches the eye and identifies the company without the need for analysis or reading. For example, if you see the yellow M known as the Golden Arches, you don't have to think or read anything else to recognize it as the fast food chain McDonald's. When you see a white, lowercase f in a blue box on your computer screen, you'll know right away it's Facebook. Good logos go viral - people know the logo and the associations so intimately that they're going to use it themselves to make a statement. In the early 1990s, for example, teenagers got Nike swish tattoos. Men photograph themselves with the Calvin Klein label of their underwear visibly to tell others that they have class and sex appeal. Logos take an element of a company or product and make it attractive to the target audience. In the United Kingdom, for example, in 2006, the Conservative party unveiled a new logo that used the colour green and the image of a tree to appeal to an environmentally conscious new generation. The ToysRUs uses bright colors and a bold, rounded font to appeal to children. Your new company is about to make its debut, but before you introduce it, you'll need a logo. This powerful symbol does more to identify a brand – it acts as a symbol that embodies your business while transcending language and culture. Think UPS, McDonald's, Quaker and Pepsi. Each logo maker uses color, images and words to reduce an international conglomerate to a square inch of highly recognizable brand. Fortunately, you can also achieve this goal. This article offers several ways to get a logo, no matter how small your budget may be or how big your ambitions for your business can rise. Hire a logo designer. Like most professions, people with a variety of skill sets can accomplish logo design work. Check the Golden Pages in your area or view internet sites for talent. You'd be surprised to find affordable designers offering new clients different raw concepts plus final art in digital form for an affordable price. Involve your local community college graphic design department to come up with logo designs. Meet the head of the department, explain your objective, and ask if your design project can be included in curriculums. Most instructors are delighted to provide practical experience to students, the exercise provides educational moments for them and end up with live samples for their portfolio. Make a donation to the college as payment and you can launch your effort with a potential tax write-off. Hold a competition for design students at multiple schools. Offer a price of $100 to the student who comes up with the best design. Make a simple simple describing your needs. Add a submission period and provide contact information so students can contact you if they have questions about the logo. Mail a copy of the flyer to all schools in your area with advertising, marketing and graphic design programs. Place your challenge on the internet. Make a call to budding graphic designers using popular social networking sites. Please include a date of the filing period and the fee you are willing to pay for your chosen logo. Try your hand at logo design. Visit the library or check the internet to sample the work of professionals. Choose a pair that appeals to you and use each as inspiration to draw your own design using your computer program. Limit colors to two. Experiment with fonts before you choose just one. Try different versions. Convert each from color to black and white, shrink them in size and see which one stands out. Consult with other people involved in your business to get their response to logos submitted by those to whom you've reached for ideas. Listen objectively to opinions, reach consensus and you're ready to do business. Tips Should you choose to obtain your logo through steps 2, 3 and 4, ask the chosen designer to sign a work for hire contract so that there is no future dispute over who has the rights to the logo you have on assignment. Warnings Never copy another designer's logo. Even if there is no ©, ™ or ® brand besides design, U.S. law prohibits theft of ideas. Try it, get caught, and you want a lawyer on shortcut. A brand logo is a symbol or image used by companies, organizations, and people to communicate an identity or promote a product, service, or message. The Golden Arches of Nike swoosh and McDonald's are two examples of established logos. Not everyone can afford a professional design job; even a small company can expect to spend more than $1,000 on a professional logo. Luckily you can create your own brand logo for less than $100, using internet resources including online logo generators and desktop logo creation software. If you have experience in graphic design and you know exactly what you want, you have a head start. Still, it doesn't hurt to check your ideas against what a logo generator recommends. Do an internet search for logo generators and perform a quick comparison of sites to find one that is easy to navigate and advertises logo files for less than $100. Most sites make it easy and fast to go through the logo design process, but it will take you as long as you want to shop for designs, fonts, layouts, and added details. an image from the site's catalog. There are hundreds to choose from, usually subdivided by the industry. Think of your business and the differences between images suggested for a company that is high-tech and innovative compared to one that is creative or people-oriented. Try a few. You always click back and switch your selection. Add your company name. If you don't have one, brainstorm ideas, try out different combinations of words. Get input from family, a friend or an employee. Maybe they'll come up with that perfect name, after seeing what you've generated so far. Customize your logo by playing with fonts, size, color, and layout. You look at some of the sample business logos probably posted on the site, as a starting point for ideas. To roll out your logo on other marketing materials, such as business cards, stationery, or brochures, select these options. There will be a surcharge, but business cards and logo together should still walk you around $100. Brochures and stationery will be more expensive. Tips Consider the logos and branding of other companies in your industry, and how you might stand out without alienating or confusing consumers. The goal is to stay consistent with the industry and what seems to work, but also follow your intuition and any strokes of creative marketing genius. Warnings Some logo generators use illustrations. Illustrations can't be copyrighted, so this is something to keep in mind, should you decide to take your business to the next level. If copyright is important to you, make sure you buy a logo that is pre-designed and sold only once, so that no one else can use the same logo. Try not to make your logo or business card too 'busy'. Less can be more. White space or open space and simple fonts without extended shadow and relief can be more effective. Computerworld Corporate Logo Use this logo when you link to our site. Right-click the gif image above and choose Save this image as... to save a copy of the file. For different resolutions and formats, including eps and jpg, click the link below the image. Read our link and usage policy before downloading logos. Computerworld Corporate Logo Package For questions about the Computerworld logo you contact David Waugh or John Brillon Other LogosFor organizations honored in Computerworld's Emerging Companies feature, Best Places to Work in IT function and Top Techno MBA programs feature, Computerworld offers downloadable award logos. For more information, please contact joe_mola@computerworld.com. Download a low-resolution image for use on the Internet: PC users: Right-click an image and select Save this image as... to save a copy of the file. Mac users: Click and hold an image and select Save this image as... to save a copy of the file. An image with high Download for use on print material: Click on the link below the image to download an EPS version of the file. Copyright © 2000 IDG Communications, Inc. Getting your logo right is one of the most important aspects in creating an effective brand identity. Designing a logo should be a process of (but not always simplicity), supported by a clarity of purpose and a condemnation in execution. The LogoArchive project explores how designers have produced new and original logos over half a century and conveyed a plethora of ideas through an economy of form. Read on for a look at the common themes that feature in the world's best logos, plus advice on how to exploit these concepts in your own logo work. 01. Combine ideasBoth to find common ground When working together two ideas, look for similarities of form. Although the clumsy and the ugly have their place in the logo design, correlation, rather than dissonance, often delivers a more universally satisfying result.02. Make static shapes dynamicGepeide forms imply movement Use direction, pattern and repetition to give static forms a sense of movement and visual interest. This may be in the use of diagonal cuts or arrows, in the radial arrangement of objects, in the changing weight of lines, an increase in size or a transition from one shape to another.03. Add layersssssing designs with more than the eye Use line weight and negative space or the density of local objects to reveal secondary images. You use this to build layers into a logo to create a visual hierarchy. This element of discovery and surprise has value to the public, and the difficulty of implementing it will help to differentiate it and secure memorability. Think of your demographic. Are they specialists or the wider consumer market? Look for links between brand activities and form. Take the time to understand your audience's perceptions and associations. The IdiosyncraticView for themes in your specific field Study the visual language of the industry in which you work. Does it have consistent and specific principles or symbols on which you draw? Architecture, for example, has quite a few that lend themselves well to the graphics. Space, structure, light, shadow, flow and tension provide great points to start building a logo that can involve a specific group. Many of these are recurring concepts, but designers still manage to construct something new, distinctive and interesting from these elements. The UniversalSome symbols break the language barrier Arrows to imply speed and immediacy, spheres to suggest the international, eyes to convey the observational. These are viable tools for conveying universal ideas. Although communicative, they can be an inclusive foundation to build on. Distinction can come the way you render it, or pair them with an image, letter or The best examples of this type are often the product of good observational skills and the ability to recognize similarities. This can be acquired by taking the time to really look at, rather than just browsing, tools like LogoArchive.05. Use negative space Sometimes you say it best you say nothing at all Consider negative space as a valuable object in your logo. Focus on the space you've created in and around your forms. Does it provide balance or an interesting contrast with the filling? Is it used to add an additional image? Consider how negative space can become more prominent on the screen or can be reduced over different substrates. Recognize and exploit this changing status.06. Embrace abstractLateral thinking evokes unique and memorable logos on Logos need not be explicit in the ideas they convey. Abstraction often pops up on LogoArchive. This type of logo can be used to set a tone and convey a feeling. Look for images related to the company and the industry, cut it down, create a pattern, reinterpret. It doesn't matter what people see in it. Leaving room for interpretation has value. People love puzzles, and have opportunities to make connections and draw their own conclusions. This is especially useful in the art space. The visceral rather than the intellectual, and the subjective about the objective are also useful considerations, and are effective within the proper context.07. Find relevant symbolsY logo is free to stand on the shoulders of giants When it comes to representative shapes, look at the assignment. What are you being asked to articulate? How are these elements best expressed? Finding the right tool to communicate a particular idea is of the utmost importance. Logo is perhaps the most limited medium in today's multimedia world, but still has the capacity to convey something from a brand. Is there a story to tell? Are there historical symbols or images associated with the brand? Are there values, history or processes unique to the brand? For broader brand identity programs, consider how a logo can add, complement, or strengthen other ideas and assets.08. Attract contrast opposites, even in logo design Consider combining opposing elements: the smooth and the sharp; the thick and the thin; the static and the dynamics; the positive and the negative; the abrupt and the transition; the reductive and the graceful. The right contrast can be very striking, and draw impact and memorability from the simplest forms.09. Multiplying elementsA single shape can be converted into many designs Use forms to build other shapes. Duality and multiplicity – the creation of one image through the repetition or association of others – are good ways to draw distinction and interest from simple forms. Collaborate with image and type or draw image of text. Use negative space and a commonality of form to collaborate ideas on a natural and distinctive Stay on just two ideas and look for a comfortable visual balance and a communicative clarity.10. Get the most out of scarce shapesMinder the classic design mantra: less is more Use line weight and the density and grouping of objects to create a sense of light and and depth and structure. Cut out shadows and draw highlights to create a partial shape but a full image. Use illusory contours to imply shapes rather than explicitly define them. Get more out of less where possible.11. Use fine detailsMake most modern high-definition tools Modern reproduction techniques and high-definition screens allow designers to have finer lines, denser shapes and more complex interwoven shapes. Be open to using this. While worth considering, scalability is a bit of a lingering and outdated concept. Many of LogoArchive's posts have very fine lines. In the right context, they can convey details, or provide contrast with and emphasize heavier shapes. Think about how to scale up a logo while maintaining the fine lines. This article was originally published in Computer Arts magazine. Sign up now. 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