http://www.coincoin.fr.eu.org/?10-Things-You-Need-to-Know-About
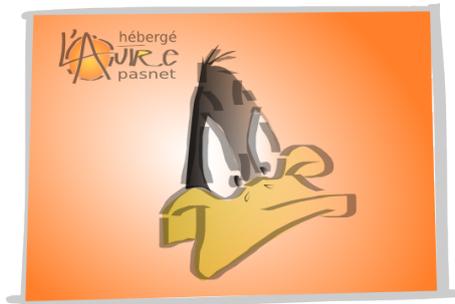

10 Things You Need to Know About Logo Design

- 6- Webographie -

Date de mise en ligne : mercredi 2 décembre 2015

http://www.bluesodapromo.com/blog/w...
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Logos are more than just a stamp on a page, they embody the whole meaning behind your product. The 10 Things You Need to Know About Logo Design infographic from Blue Soda Promo wants to make sure that you make the best decision when choosing your design.

"People are more likely to remember the company logo, an illustration representing the company, than the actual name of the company. When it comes to purchase decisions, consumers are more likely to buy products from familiar companies. When buyers are in a store looking at products on the shelf, they are more likely to choose the products from companies they recognize, and logos are more likely to be remembered. Companies know this, and are very careful to design their product packaging to clearly show the company or brand logo."

*Excerpt From : Randy Krum. "Cool Infographics." - bit.ly/CoolInfoBook

There is a nice comical feeling to the infographic that is consistent throughout. It is good to keep consistency when designing all parts of an infographic.

Nike's swoosh, McDonalds's golden's arches, and Apple's bitten fruit all have one thing in common...

Well, that's not exactly true as you'll find out later in this post.

However ! What they do share is the overarching success their logos have had on the world. People no longer need to be told what their logos represent. When their logos are stamped on something they have certain consumer expectations attached to it. Their logos became their own company's spokespeople, while their products continue to prove their worth.

Examples are key for this kind of topic. People will understand the importance of the points better when the examples are clear and easy to recognize. It also helps reinforce the idea that a logo embodies the personality of the company. When the author changes one of the logos we are familiar with, it just doesn't feel right !

Thanks to Matt for sending in the link !