Quality Logo Criteria

Logos are the front line identifiers of any company, establishment or business. Without it, you would not be easily recognized by consumers and non-consumers alike. You need to have a logo that does not only spark the people's attention, but also their curiosity and interest in availing your products and services.

There are a lot of logo designers out there making a variety of great designs for different institutions or companies. With a combination of expertise and creative talent, they can make logos that leave a long lasting impression on people, whether good or bad (but mostly good). As long as you have the right amount of creative input and analytic thinking, you can be just like them.

Now if you plan to start to work as a logo designer or just doing freelance work for a variety of companies, you need to consider a lot of factors in making a logo. Researching of information based on the company or business that is requesting for your services is a must to prevent them from feeling disappointed. If they do, you'll get bad reviews and most likely you won't be recommended. Nobody would want that on their record, why should you?

For the rookie logo designer or for experts who want to review their learning, here are the criteria for a good logo design that's sure to take your company to greater heights.

Customer Oriented
Your logo should appeal to customers - not just for the existing ones but also for future customers. In order to create less confusion on your part, consider asking a few questions to yourself: "Who are my target customers?" "Will the logo speak about my customer's interests?" "What would be the perfect concept for this design?"

Relevant Concept
Logos should have a concept that is relevant to the products and services offered by a certain company or business. You won't put a logo wherein a celebrity icon is in the

center piece but you promote anti-fungal cream. Your logo should be equivalent to the nature of the business. In case of comprehensibility, you don't need to make the logo literal most of the time. Add a creative touch.

Simple and Not Overdone

Your logo should not be over detailed or over colored. Doing so can give your customers the option to look for another service. Depending on the nature of the business, your logo should be a complete balance of creativity and professionalism.

Long Lasting

A logo should give a lasting impression to your buyers or consumers. With this, you can make your logo stand out for as long as the business or service exists. However, there are options that you need to look up to as well. May be after a few decades, changing a logo can also mean a new chapter to the business' history. For creativity junkies, this is designing nirvana.

Credible

One thing to consider in making a logo is its credibility. The overall layout and makeup of the design can mean the difference between legitimacy and falsity. Make the logo to fancy and you may lose the chance of bagging customers. For instance, for a hospital service, you were asked to make a logo that fits their philosophy, vision and mission, and the services they offer. Would you make a logo that looks like ones for the tattoo parlor? Of course not.

Now you know some of the most important criteria needed to create that lovely logo, it's time to start now. Better make not only good but great ones.