

## Logo Loco – Imprinting Your Brand on Their Mind!



No one sets up a commercial company without considering how that company will look and what colours it will use. You might be thinking about fundamentals like your official corporate font, what combinations of colour and letter work best, and how you will set out documents, but the most fundamental part of creating a marketing vision is to conceive a logo that will capture your company and ethos in just one, evocative, image.

Let's face it, it's a bit of a cop out to just rely on your company name in a fancy font and mind-numbing colours, and before you say "Coca Cola", it is an icon now, but it has been over a hundred years in the making. If you want to think of iconic imagery, look instead to Apple (obviously), the World Wildlife panda, or Nike; simple icons that are instantly identifiable and easily transportable onto almost any product. The Apple logo fits neatly onto even the smallest phone of ear buds, but if you shrink the Coca Cola or Toy's R Us logos you end up with an indefinite splodge that could be anything really. Take it from a pro; the key to a successful logo is simplicity.

And simple usually means a few geometric shapes that go together to form something wonderful. Car manufacturers are usually pretty good at this, because they want something that will fit on a small plate but will instantly identify their brand. Observe Audi, behold BMW, and marvel in the simplicity of Mitsubishi. The most complex of these is the BMW logo, of blue and white sections of a circle. I have had people try to

convince me that they represent a spinning propeller, and are indicative of the companies background in aero engines, but the reality is that blue and white are the colours of the Bavarian flag. While they may be a little more complex, Jaguar and Rolls Royce are instantly identifiable and to see that logo or image on a product is to emphasize the quality of the product that you are buying. They are also, however, significantly more complex, and that impacts their ability to be shrunk down, once again.

So, simple it is, and along with that comes memorable and to make your brand stick in the minds of your customers is the greatest accolade a graphic design team can get. It becomes a logo that people glance at and just know what they are getting, because you will, of course, have the name for quality and desirability too which, next to price, are the biggest selling points a product line can have. People do like to get a bargain, but are not afraid to pay more if they are assured of quality.

Next up, your logo, like your product, should be durable, and that means once made, it should fit forever, regardless of how society or its values change. Having dissed Coca Cola, we're now going to big it up again. The coca cola logo hasn't changed in over a hundred years. It might not be perfect but it is an icon, and people know what they are getting from a product with that logo on.

In reality, beyond the apparent American dream, what they are really getting is a mouthful of fillings and obesity is beside the point – you don't buy coca cola because you want a slim waist and pearly-white teeth, but because you want the great taste and a sugar rush. However, witness how arch-rival Pepsi have fared over the same timescale. The Pepsi Cola Company was formed just three years after Coca Cola (1885), but in the same timespan they have altered their logo an astonishing eleven times, so that it is now completely different from their original intention. Confusing? Yes. Good corporate strategy? No.

On a final note, versatile also means that a product can be appreciated by all the people of the world, not just the English speakers and that is where imagery really comes into its own. Nokia's Lumia phones – while not strictly a logo - translates as 'prostitute' in [Spanish](#), and Siri, the ever-able Apple assistant, is the Georgian word for

cock (and that doesn't refer to the rooster). Over in China, Coco Cola, when spoken phonetically, translates as "bite the wax tadpole". Hmm, nice. Plainly, when picking a logo, you need to imagine how it will translate around the world.

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