

An aerial view of a city skyline, likely New York City, with a prominent green overlay. The Empire State Building is visible in the center. The text is overlaid on the image.

UPTOWN

LOGO DESIGN

The
Ultimate
Guide 101

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Who Needs A Logo?

The primary visual element of the overall brand identity. Logo is considered to be the face of the brand which is the key to get your business noticed.

Too often, small business owners think a professionally designed logo is an expensive project, but a perfect logo can be affordably designed making it look better in the eyes of the audience – and is a must for every business.

How Does A Great Logo Benefit My Business?

- It is impactful and leaves a positive impression on the customer.
- It is considered to be the identity of the company.
- It distinct and differentiates your brand from competitors
- It's versatility in terms of brand recall for loyal customers.
- It sends a message of professionalism.

Why Do I Need **A Logo?**

A logo establishes credibility, legitimacy and professionalism

Your business gets judged in under 5 seconds. When a first impression is often the last impression, having a powerful logo is crucial. It says what your business does and what its values are. It conveys stability and reliability. When your logo looks professional, you look professional.

A logo builds customers' trust

Create familiarity with your brand by displaying a strong logo on signage, websites, social media, storefronts, vehicles, letterhead, uniforms, business cards and packaging. Over time, a great logo firmly lodges in customers' minds, builds trust and becomes inseparable from the brand itself.





What Makes A Great Logo?

Meaningful text

Keeping simple yet powerful text will help the customers to remember the logo and build brand awareness. Using maximum two to three fonts will cause less confusion and will convey the message clearly.

Eye-catching color

Color communicates the idea and carries a meaning, which is why choosing the right colors for the brand is the most important thing to do. The colors bring life to the logo design but should be used according to the brand's image giving it a strong message, whether it's colorful or simple black and white.

Graphical presentation

Most effective for 'fun' establishment and has a high recognition factor. They allow a realistic portrayal of an item, a theme or a concept.

Which Type Of Logo Is Right For My Business?

01. Word marks

are trademarks containing words. You can put in as many words as you want but make sure the words are written in plain characters. They protect how the words look like no matter they are in any font, size or color. It is good for companies and brands to create a wordmark logo to communicate the customers what the brand is all about as well as cost effective. The logo designs can also be used when a brand is rebranding with a new logo and brand identity.

02. Lettermarks

rely on initials to represent the brand. It acts as a monogram for your business. Use lettermarks to create a visual link between parent companies and subsidiaries. Lettermark logos are quite known in rebranding campaigns. But you might need to spend time in explaining the customers what your brand offers.

03. Brandmark

is a logo which represents the brand with or without the company or brand name. Images are more memorable than words that is why these logos are highly popular among small as well as large companies. Although it takes time to recall the brand without the name but for the companies that do it successfully the logo becomes a great asset.

04. Iconic logos

represents the brand through icons and symbols and are quite compelling. These logos represents an abstract or a literal representation of your brand or the company. They prove to be very effective for small businesses and startups whose name may be distinctive but not yet widely recognized. An iconic logo is very effective in communicating a brands identity.

Why Do We Need Branding For Our Business?

Branding is about evolving your business internally and externally. It helps businesses in getting attention from the customers and set them apart from their competitors. It is an experience, a promise an organization commits to its consumers. It is essential to have a strong brand identity and built a relationship with your target audience. Your brand identity distinguishes you from the other brands. It is just not about a logo or a tagline but it should be designed in a way that awakens all your senses.

Uptown Logo Design is a renowned branding company. We are keen to build your brand in the most professional way to help you keep up with the today's fast-paced digital world. Our experienced designers will give you the best results by building a brand strategy in accordance with the latest industry trends after conducting a thorough niche specific research.



Advantages of Branding

- The best way to establish your market presence and maintaining company's reputation.
- It helps in presenting your company in a better way.
- Brands speak louder than product or company.
- Brands create a deep emotional attachment with its consumers.
- Business branding comes very handy when designing and planning marketing strategies, as you will be well aware where to stress and where to slip.



What Makes A Great Brand?

Audience knowledge

brands have a specific target audience that they pursue. You just need to have a right approach to understand your target market. Finding the right branding tactics will definitely give you positive results.

Uniqueness

You need to follow a unique approach in establishing your brand. Remember, your brand has to be distinct. This does not mean that you demand a revolutionary idea. It simply means that you should have at least one thing that differentiate your brand from other brands.

Consistency

No one wants to work with a company that cannot ensure consistency to their clients. With so many industries being saturated with competitors, inconsistency is often enough of a reason for consumers to take their business elsewhere. Getting repeated sales and same level of quality are things consumers expect the most while working with a company.



Types Of Branding

01. Social Media Marketing

It is all about connecting your audience socially on different social site- From Facebook and twitter to Snapchat and LinkedIn and even YouTube. It helps in growing your relationship with your customers fast.

02. Content Marketing

A way to increase brand awareness by using storytelling skills and providing valuable information with the goal of getting your target audience to take a profitable action.

03. Search Engine Marketing (SEM)

SEM refers to paid traffic from search engines unlike SEO.it is the mostly common type of search engine where marketer pay a predefined amount of money for showing their messages at various platforms.

04. Mobile Phone Advertising

Most of the types of digital marketing takes place on your mobile phone these days like Facebook, Instagram, and Google. SMS marketing is also a type of mobile advertising usually used in local marketing.

05. SEO

It's primary purpose is generating organic search engine traffic that converts into sales and leads. SEO generates quantity of traffic, quality of traffic and provides organic results.

Why Every Business Needs **A Website**



Do You Have A Business Without A Website?

Some of the reasons we get for not designing the website for the businesses are “I’m not tech savvy”, “they are too expensive”, “I don’t have time”, or the infamous “I have enough business, I don’t need one”. But that is not the correct approach. You do not have to be tech savvy to have a website. The purpose is to get more clients in an easy and cost effective way and yet make your company reachable for thousands of clients around the world.

Check This Out...

- 81% of people research a business or service on the internet prior to making a purchase decision. That’s 25.92 million people searching for businesses online.

Why Do I Need **A Website?**

More than 2.4 billion people use the internet every day

About 90% of the people make purchases online through websites these days. Having your own website is a necessity to create your online presence and increase your visibility. People would want to research on the product first before making a purchase even if they have heard about your company.

The direction section of the website is quite helpful for the people who may have trouble finding the location of your stores. The most important reason for having a website is that it gives the business a credibility to build trust amongst the customers.



What Makes A Great Website?

Responsive Design

Creating a website that is appropriate enough to work on every device and screen size, whether the device is small or large, desktop or mobile. It is focused around providing a gratifying and intuitive experience for everyone.

User-Friendly

Your website has to be user friendly and should have some essential characters learnability, efficiency and memorability. It should be easily workable and accessible to others. Understanding these facts and applying the concepts will significantly improve your website.

Minimalism

Many businesses are taking web design back to the basics with minimalistic designs and layouts. Websites are featuring fewer pages, with simpler designs and more blank space. Some websites are also implementing what's referred to as "Flat Design".



Which Type Of Website Is Right For My Business?

01. Business Website

The business website is an important element of a larger marketing plan, which provides a presence for your business. It is a place where you can attempt your marketing activities to drive more traffic..

02. E-Commerce Website

The easiest and the simplest form for shopping online is through an e-commerce website. Internet sales are increasing rapidly through these websites. The vendors offer lower prices here compared to stores. It saves a lot of time and energy and is convenient for the customers to get hold of supplies at the comfort of their home.

03. Blog site

A blog is a place where you can express yourself to the world by sharing your passions and thoughts. You can continuously update the information whenever you feel the need for it. It is said to be your own website that you can update on an ongoing basis.

Why Do I Need A Strong Brand?



Improve Recognition

Your brand is the “face” of your company. Make it memorable — and strong enough to leave the desired impression.



Create Trust

A professional appearance builds credibility and trust. People are more likely to engage with a business that appears polished and legitimate.



Build Financial Value

Developing a strategic plan for the company can help in achieving long-term financial gain. To optimize the ROI, increase the company’s value and ensure the company meets its financial objectives.



Inspire Employees

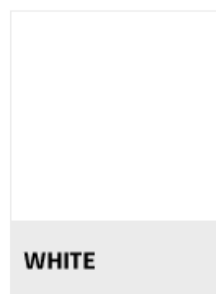
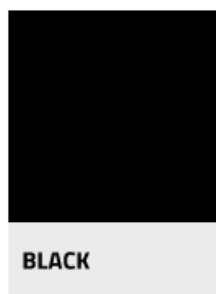
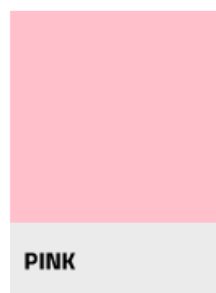
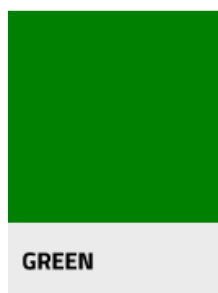
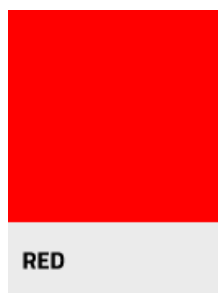
When employees understand your mission, they feel the same pride and will work to achieve your shared goals. As it is said “Interesting things happen when the creative impulse is cultivated with curiosity, freedom and intensity



Generate New Customers

Branding enables your company to get referral business. Could you tell a friend about the new shoes you love if you can’t remember the brand? Word of mouth referrals are only possible after you’ve delivered a memorable experience.

What Colors Should I Use In My Website



Color is a key consideration for all visual materials

Keep It Simple

The most successful logos are simple in terms of colors. In fact, two of the most basic colors – black and red – are used most frequently. Think of some of the world's most successful logos, such as Pepsi, Coke and Starbucks, which use just one or two colors each.

Know What Emotions You Want To Evoke, And Which Colors Will Do That

Identify the key emotional message you want your logo to communicate and choose colors to convey that emotion.

Know Your Target Audience And What's Likely To Resonate With Them

Color relatability can be generational and gender-specific. Both men and women say blue is their favorite color and brown their least favorite, but women also like purple, whereas men don't care for it at all. On the other hand, men are slightly more partial to black.

What Fonts Should I Use For My Website

Typefaces are as important as color. Consider what the look of your text says to clients and potential customers:

Script fonts: elegant, affectionate, creative

Serif fonts: traditional, reliable

Sans serif: stable, steady, clean

Modern: strong, stylish

Display: friendly, unique

What's A Style Guide?

Do I Need One?

Yes! It's important to have a style guide laying out standards for the visuals and copy associated with your brand. A style guide maintains consistency across your organization – no matter how large or small. Here are six elements to think about when developing your guide. After the guide is complete, share it with your employees and revisit it annually to see if updates are needed.

Business Mission Or Essence

To study the mission is very important. Research on the history of the company to get details and explain in clear words, what the company is all about?

Fonts

Select fonts and sizes according to the company's standard. A font does everything from representing the brand, to increasing legibility.

Colors

Some brands are instantly recognizable by the color of their logos. These colors are forever associated with the companies. Careful selection of colors will help in recalling the brand easily.

Logo

Your style guide should include your logo in various sizes and file formats, and guidelines dictating how and where the logo may be used for making it look better.

Voice

The most important thing for the marketing professionals and copywriters who are working on your brand is voice guidelines. Who is speaking? What is the voice of the company? Can you give some background information that helps the user understand how to speak with that voice?

Images

Are there certain types of imagery that fit with your brand style? Provide clear guidelines to simplify selecting photos for creative materials.



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