

article

Logo, Wherefore Art Thou?

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Merchant's marks evolved into trademarks, distinguishing the maker of an item and guaranteeing its quality, thereby carrying a responsible role in society. Because a logo backs up the accomplishments of an enterprise, it must withstand use over long periods of time. Primarily and most importantly, it must accurately identify the company. To achieve that, it must convey both trends and tradition, and be both timely and timeless. It must be original but accessible. It must be simple enough to convey either the name, services, technological ability, mission and attitude of a company, or a combination of any of those items instantly. It must, at a glance, speak volumes.

As the core from which all marketing efforts of a company's identity emanate, your logo must be flexible enough to translate well from a business card to being emblazoned across a skyscraper or billboard, to being animated as a Flash document for the worldwide web. The designer's challenge and test of skill takes all of these things into consideration in the effort to create a visual shorthand that is effortless to absorb. Essentially, it is the complex made simple in its most fundamental form of symbolism, but with a modern spin.

In a world deluged with information, a company's corporate identity is a crucial description of its quality and desirability. Oftentimes a choice is made intuitively rather than rationally...a well designed logo with frequent and correct implementation can be the key to the selection process when a potential customer is determining the edge one product or service has over another. Ultimately, the goal of a corporate identity is to take the company beyond its immediate marketscope and timeframe by creating value that transcends the here and now. This occurs when your identity succeeds in establishing a recognition that translates simply to "trust". There is no value higher in logo design—or any other human interaction, for that matter.

Maggie Macnab is interested in better design for better communication, and to that end teaches, writes and designs to the best of her ability.