

what is a
logo?

logo is a designed **symbol** created
to **represent** something or
someone for easy recognition

In order for a logo to be **effective**, it must be:

- different
- simple
- bold

CHARACTERISTIC 1: Different

Successful logos should be different, but also easy to recognize.





CHARACTERISTIC 2: Simplicity

A logo should be simple so it can be easy to recognize. It should also be simple so it can be put on many different things.





CHARACTERISTIC 3: Boldness

Every part of a logo should be bold so that it stands out. Squinting is a great test to see if a logo is bold.



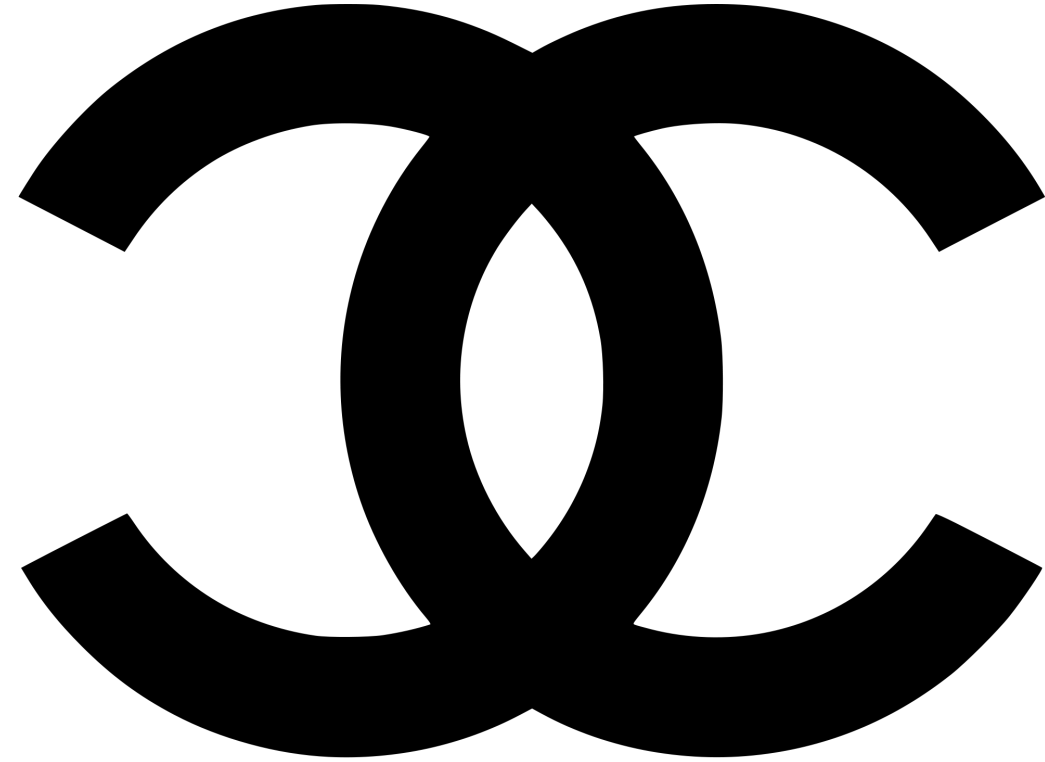


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LOUIS VUITTON





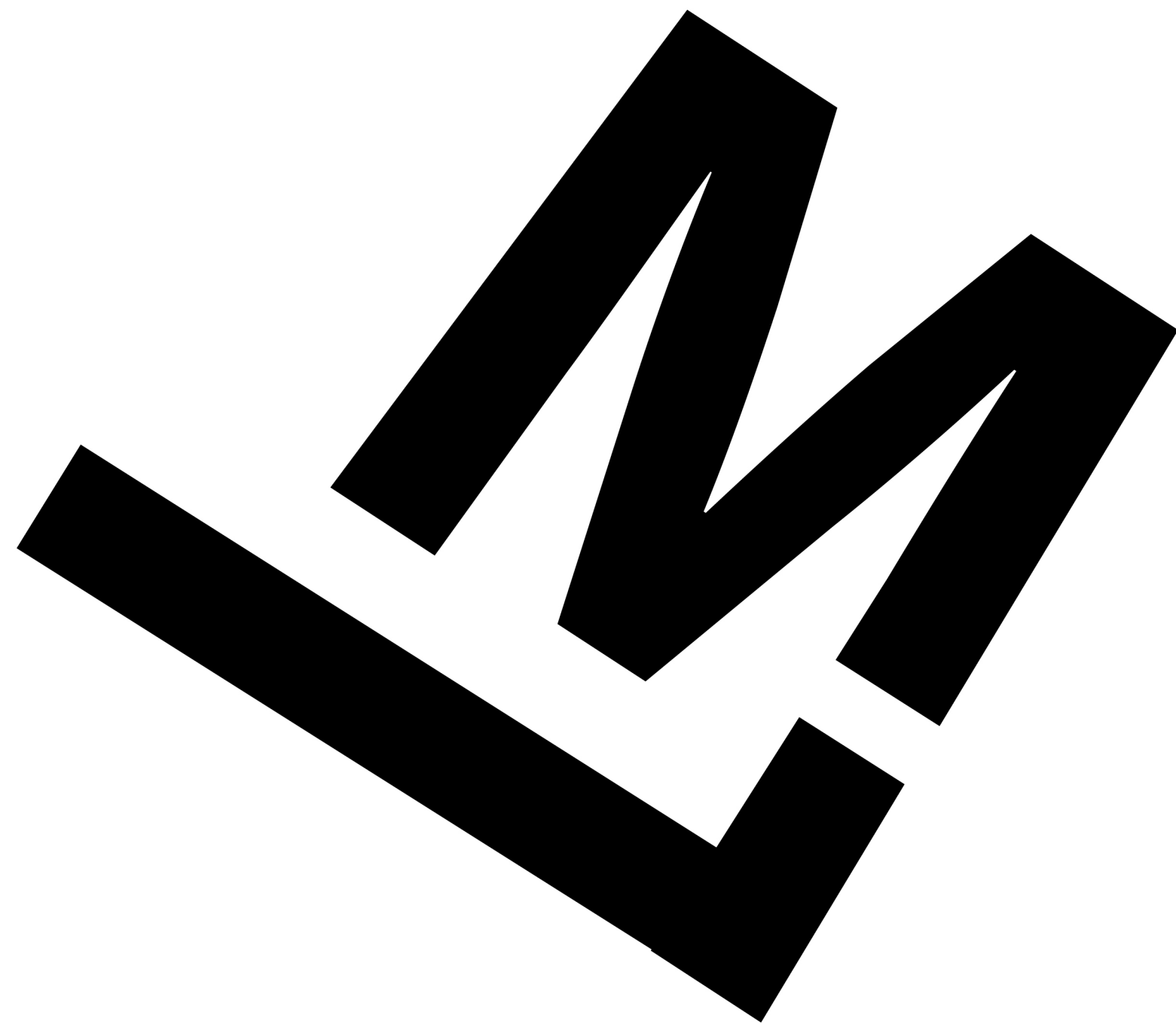
CHANEL

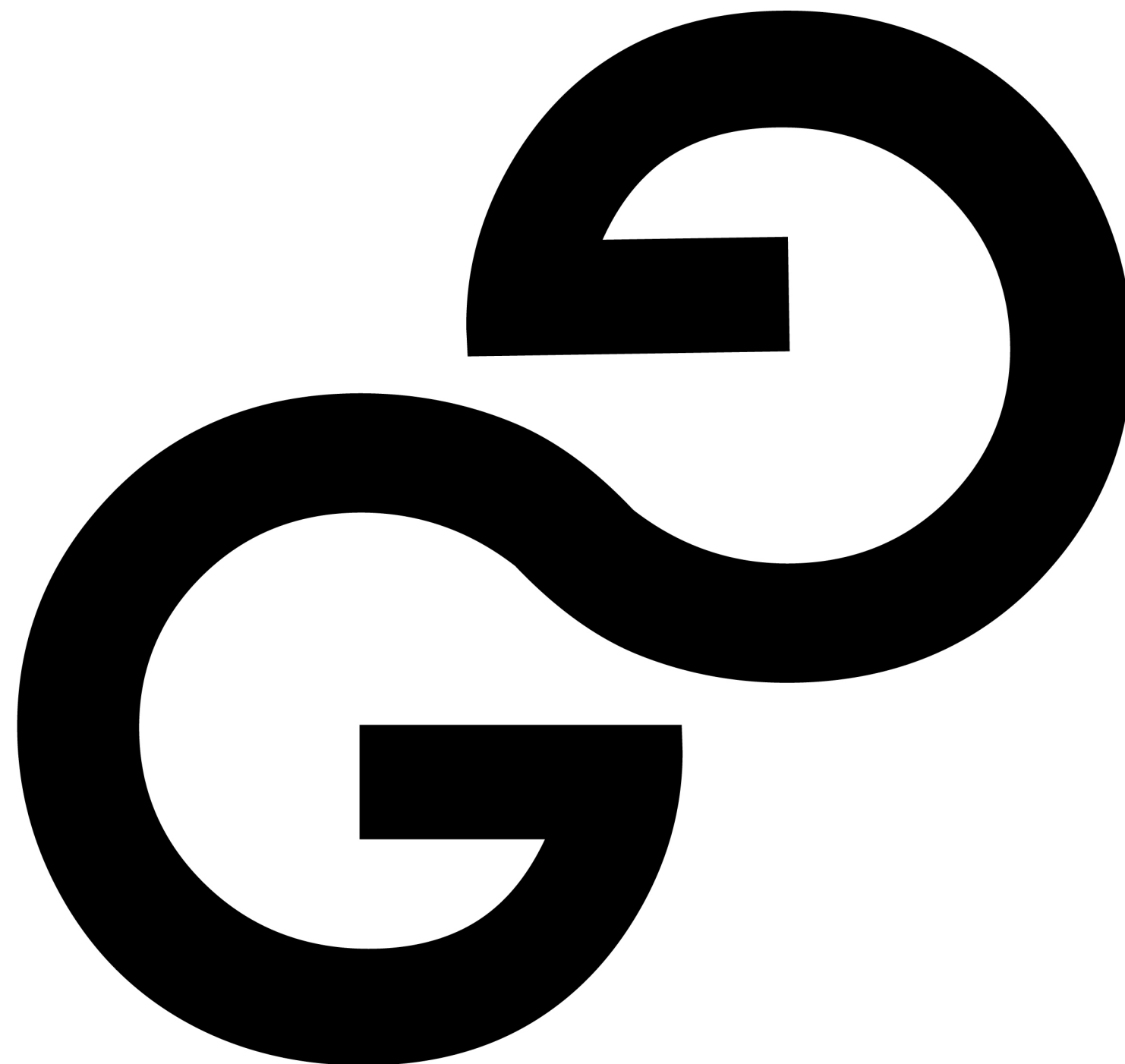
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iB

S





name

that

logo











amazon

The Amazon logo, featuring the word "amazon" in a bold, dark grey sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.



