

# Logo Is The Identity Of Any Brand

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Capital big yellow M, which image did you get in mind? If there is any other image apart from McDonald's that came in your mind then my friend it's time for you to start enjoying life a little more. 😎

Now for the people who got this hint in the first go, if I had said chicken burger or nuggets then the image of McDonald's wouldn't even cross your mind eventually, this is what the role of logo is in your mind and this is why it is necessary.

The logo reflects the whole organization, their theme, their idea, their base everything in just one picture. As for humans, their identity is the language they speak; just like that, logo speaks for the organization.

## Logo Grabs Attention

Your company's logo gives the customers a hint that whether the organization is authentic or not. Logo is the first thing that pops out on your website and attracts the viewer. If your logo is not accurate and does not reflect the main theme of your organization then it's useless. Your words won't be necessary, your overview won't be necessary; your customer satisfactory words won't be needed if your logo is detailed and perfectly suits the company.

# The Base Of Identity

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Take a quick mind test. The words in the next line have their logo when you will read them I can say without a doubt a picture of their logo would appear in your mind.

- Starbucks
- KFC
- Nike
- Mercedes
- Apple

*Abstract mark*



*Mascot logo*



*Combination mark*



*Emblem logo*



*Lettermark*



*Pictorial mark*



*Wordmark*

Even if you tried not to have any image still your mind appeared with their logo. Did you notice another thing? These brands are famous for their products, they are known worldwide but when you think about them in your mind their products don't appear in your mind instead their logo does. This is the power of the logo that it outshines the products too and people connect the logo with the product, they don't connect the product with the logo.

## Identity Among Competitors:

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Let's see this conversation

Jacob: I need jogging shoes, is there any nearest outlet of Adidas?

Sarah: I don't think so but there is an outlet of Nike

Jacob: No, I buy from Adidas

Sarah: Both are same, I don't think there is any difference between them.

How do you think you can differentiate easily for the people between these two brands? Nothing would pop up in your mind except for their different logo. This is how logo is the most important thing that helps the organization in standing out among its competitors.

## The Logo Reflects The Loyalty Of The Brand

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The logo of a company outshines the product. You cannot claim that your products are unique, though you can say it you know in actual that is not true. Every organization and every brand has a lot of competitors and their products are quite the same.

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When a customer sees any ads of the product there is a less chance that he would open it because it is same just like other brands but when a customer looks at the name of the brand he feels curious that what they sell, what is their price range, what kind of variety they have. This is another reason why a logo is more important and how easily it outshines the product. It can be said that indeed products bring money but it is the logo that connects the customers with the product.

## Graphic Designing

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Graphic designing is the most emerging field and career nowadays. In this field, all the work revolves around logo and content making. Companies nowadays know the worth of the logo due to this, before starting any business even if they have everything ready, they never launch their website or product until their logo is ready.

Numerous organizations have taken one step ahead and have started availing [affordable logo design packages](#) for other companies.

## Logo Deals With The Other Organizations

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Every organization needs help from any other organization, all this office work and partnership work needs paper and stamps. Suppose your organization provides hygienic food for pet animals then you shouldn't have a stamp on which "hygienic food for cats" is written nor would it be written on the envelope. The only stamp of the logo is needed in both places. There is no need to add the whole name of the organization everywhere.

## The Logo Should Relate With The Product

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As the logo attracts people so your logo shouldn't be too irrelevant from your products or from your organization. Take the same example which is mentioned above that if your company provides food for the pet animals, then the logo should explain that. Your logo could have a cat or a dog picture in the logo, as these two animals are used as a symbol for all the pet animals.

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If you chose the picture of butterfly customers would get the idea that it is only for insects or just butterflies. Then coming on the main part of hygienic food, your logo should either have this written or there should be a picture of a cat eating food. Even in this case if your logo reflects hygienic food only so the customers would think that the brand sells hygienic food because of nowhere it is mentioned that the food is for pet animals.

Don't forget the importance and the identity that an organization has attached with their logo. What else is the purpose of the brands and organization if they don't want their customers to keep them in their minds? This is what a logo provides for every organization. In the last, let me remind you of another logo that is of apple, though you know it is linked with the technology only even when you take a bite from the real apple, the brand comes in your mind. 😊



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