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A good company logo is a visual way for customers to remember your business. It can be the trigger that customers see that will make them think about their product or service. The logo is as critical to your company's image as its name, according to the Entrepreneur online business resource. Spend some time on your logo and hire a professional graphic artist to create the perfect logo for your company. As you experiment with different logo ideas, start with your company name. Work through different fonts to see if you can find one that creates a definitive look to your logo. A good example is the very simple and popular logo for IBM. White letters made of mostly straight lines on a blue background represent the nonsense approach the company takes to business. See if you can find an idea that uses only the first letter of your company to be your logo. The Green Bay Packers are a professional football team that uses only a simple G as its logo. The letters of your company name might also be connected in some way to create a logo. For example, if your business initials are H.M.H, then you can create H's from the two straight lines of the M and it has a logo. You can inform customers of what you sell using your product in your logo. A commercial airline may choose to use an image of an aircraft, or an airplane tail, such as its logo. A retail men's clothing store can wear a family derby hat or the outline of a suit coat as its logo. Consider the products you sell as your logo, but make sure the products you use are products you'll sell for as long as you'll use your logo. As soon as you stop selling that product, you may need to change your logo. Sometimes a symbol that means something to you personally, and you feel it represents your business, it would be a good logo. For example, if your favorite time of year is the fall, you may want to consider making your logo a dark maple leaf. Do not use religious symbols, as they may alienate some of your customers. Also avoid trying to create a variation of a competitor's logo, as it could cause a lawsuit. Try to find a symbol that represents something you personally enjoy and use it as your company logo. Sometimes your company name will lend you to a logo idea. For example, the Domino's Pizza logo is an image of a domino in the company's red and blue colors. A literal interpretation of the company name could create a good logo. If your company wants to convey a strong belief or attitude in business practice, then use that as your logo. By If your company specializes in rail safety products, then a locomotive sitting on a pillow can make an interesting image for your company logo. Your company believes in locomotive safety and a train fit on a pillow is as safe as it can be. Your new business is about to do debut, but before you enter it, you need a logo. This powerful symbol does more to identify a brand – it acts as a symbol that embodies your business as it transcends language and culture. Think UPS, McDonald's, Quaker and Pepsi. Each logo creator used color, images, and words to reduce an international conglomerate to a highly recognizable square inch. Fortunately, you can also achieve this goal. This article offers several ways to get a logo, no matter how small your budget or how huge your ambitions can increase for your business. Hire a logo designer. Like most professions, people with a variety of skill sets can do logo design work. Check the yellow pages in your area or browse internet sites for talent. You may be surprised to find affordable designers who offer new customers several approximate concepts plus digital final art for an affordable price. Engage your local community college graphic design department to craft logo designs. Meet with the head of department, explain your goal, and ask if your design project can be incorporated into class curriculum. Most instructors are happy to offer hands-on experience to students, the exercise offers teachable moments for them and students end up with live samples for their portfolio. Make a donation to the university as payment and you can start your effort with a possible tax cancellation. Hold a competition for design students in several schools. Offer a \$100 award to the student who comes up with the best design. Make a simple brochure that details your needs. Include a submission deadline and provide contact information so students can contact you if they have questions about the logo. Mail a copy of the brochure to all schools in your area with advertising, marketing, and graphic design programs. Post your challenge on the Internet. Call emerging graphic designers who use popular social networking sites. Include a shipping deadline and the rate you are willing to pay for the logo you choose. Try your hand at logo design. Visit the library or browse the Internet to test the work of professionals. Choose some that appeal to you and use each as inspiration to design your own computer drawing program. Limit colors to two. Experiment with fonts before choosing just one. Try multiple versions. Convert each color to black and white, shrink to size and see which one stands out. Check with other people involved your business to get your reaction to the logos sent by those you've contacted for ideas. Listen objectively to opinions, reach consensus and are ready to do business. Tips If you decide to get your logo through steps 2, 3 and 4, ask the chosen designer to sign a rental employment agreement so that there is no future dispute over who owns the logo rights you have Warnings Never copy another designer's logo. Even if there is no ©, ™ or ® brand next to the design, U.S. law prohibits the theft of ideas. Try it, get caught and you'll want to have a lawyer on speed dial. TripAdvisor has revealed a new logo, which sees its well-known and (quite) well-known pet Ollie getting a sensible and monochrome makeover. The new logo of the popular travel review company is part of a broader brand change, and comes courtesy of Mother Design. As a reminder, this is what Ollie, and the rest of the TripAdvisor logo, used to see. (For more branding inspiration, see our selection of the best logos of all time.) Old Ollie looked like he was on a different kind of trip (Image Credit: TripAdvisor)It's surprising and memorable, but the mixing of colors within what's already a fairly complex logo limits how striking the design is in certain contexts and sizes. Not to mention those un coincidental eyes giving the clear impression that Ollie is on a different kind of trip. Below is the new TripAdvisor logo. The new logo has been simplified (Image Credit: TripAdvisor / Mother London)The new look of Mother Design rectifies both problems. The redesigned logo maintains ollie's essence, a clever movement, given how globally recognizable it has become – but gave it a minimalist makeover. The new TripAdvisor logo has a simpler, monochrome design that is much more flexible for use in different contexts (the DK editor did something similar with its own logo at the beginning of the month). Appreciating the current love and global recognition of the iconic logo, we retain its inherent personality but refine its geometry for better reproduction in all sizes, Mother Design says. What was an exercise in both reducing complexity and character amplification resulted in a much simpler owl. The spaced eyes may have disappeared, but there is still a very playful environment for Mom's new brand scheme, as you can see if the GIF above. Re-branding incorporates a new color palette and custom typography (Image Credit: TripAdvisor / Mother London)Re-branding introduces a new custom font, Trip Sans, created by Colophon Foundry. There's also a cheerful new color palette, built around a similar green (Trip Green) with the distinctive tone we've come to associate with TripAdvisor. The company has announced that it will roll out the update in phases over the next year, so it looks like there could be more updates yet to be revealed. TripAdvisor is a travel orientation company that attracts nearly 460 million unique each month. Read the Mother Design case study for more information. Read more: Skip to main contentPleen please resolve an office dispute: Is it OK to wear a Ralph Lauren polo shirt with Tommy Hilfinger pants, or vice versa? Both articles have clearly visible logos. 15 September 2004Wear without flagrant marks may be required requires determination, determination, and sometimes a thread cutter. Our tag-mad society has ordinary people who use as many LOGOS as NASCAR drivers. I'm curious to know if the parties involved in your dispute think it's OKAY to wear match logos, or if they're concerned that more than one logo of any kind will be exaggerated. Personally, I try to remove the outer logos. I remember being very impressed when I saw that the late artist Larry Rivers had removed the logo from his Lexus, but I admit I'm not normal. I think we should all use personal monograms in protest against the appalling corporatization of our people. Related Stories for GQJeans GQJeans

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