

What it Takes to Make a “Wow” Logo



A look into the creative process that produces powerful brands.

We all know that an effective logo can set a great first impression. We have even seen strong logos revive companies, increase sales, attract employees and move them up to the front of the competition. So, what goes into making an effective logo that makes people say “Wow!”?

Your Logo Speaks Volumes About Your Company

Your logo is the visible, outward representation of your company. It's how it looks, sounds, and feels, and it's the first thing people notice about your company. The way a company brands itself sticks in a consumer's mind as the association with a product, service, or organization—whether or not, at a particular moment, they actually buy.

A company logo and its associated branding components serve as its foundation, upon which everything else company related is built on and around.

Your logo should not just express what your company does but also represent who it is.

1. Your logo is the cornerstone of your brand. It is intended to be the face of your company and it serves as a visual display of its unique place in the world.
2. Your logo should convey something essential about your business' identity. The design should reflect your company or brand's personality, attitude, and style.
3. Your logo should provide an anchor point for the various typography, color, and creative choices made for your other marketing components, such as brochures, websites, signage, packaging, or apparel.

Your Logo Should Make Others Sit Up and Take Notice

When Aviate Creative partners with a client to create a logo, there is a purposeful process for generating a logo that will most aptly depict what a company is about while projecting authority, expertise, and credibility.

Utilizing words and visual elements, your logo needs to provoke an emotional connection for its customers. Those objectives are heady and carry lots of weight.

That is a reality when a logo needs to capture attention right out of the gate with the ultimate goal of influencing a consumer's decision to learn more, then purchase a company's product or service to reach the solution or resolution they are seeking.

At Aviate, we have ample discovery meetings and lots of questions to understand your positioning. How does your company want to be perceived? What does your competition look like? Who is your desired demographic? These questions and many more are put into our kickoff questionnaire.

We coordinate brainstorming and research sessions. Our designers make sketchings upon sketchings, oftentimes 30, 40, 50+, trying all different concepts and layouts. Then there are many stylized and colorful iterations and revisions generated until top contenders emerge.

Our team then presents the top versions. We continue to hone and refine until we have a logo that makes you sit up and take notice.





What Constitutes a Logo Design That Grabs Attention?

That is a question that Aviate gets asked over and over again. While it may be difficult to pin down what "it" is that makes a great logo, there certainly are some common characteristics that all great logos share.

- **Keep it simple.**

The simplest design is often the most effective. Why? Because a simple logo helps meet most requirements for building an iconic design. The digital and tech-heavy era we all operate in is also helping drive the trend of logo simplification. Logos now need to display well on phones and devices.

- **Make it timely and timeless.**

Those two things don't have to be mutually exclusive. With your visual identity, the last thing you want is to invest a significant amount of your money in design directions that look dated within a year or two.

- **Aim for distinction.**

Begin by focusing on designs that are memorable, not meh. Think interesting, inspiring, and informative. It has to be unusual enough to persist in our mind's eye amidst all the others clamoring for our attention.

- **Think small. Think big.**

What will your logo look like at five inches, five feet, or fifty feet away? How about if you shrink or increase its size? Your logo should ideally work at varying sizes without loss of detail so that it can be put to use for many different applications or on many platforms.

A Logo is One of Your Company's Differentiators

Do you have a logo that is remarkable and compelling? Does your logo appropriately represent your business and what you want it to be known for?

If you don't, you need one, pronto! You want a logo that, if listed on a page along with 20+ icons, would stand out in a good way. Logos create value for customers by making brand identification easier and enabling faster decision-making. Brand awareness and familiarity are keys to growing your business, and your logo is instrumental in both areas.

The right logo helps solidify customer loyalty while differentiating you from the competition.

The right logo helps solidify customer loyalty while differentiating you from the competition. It's no secret that attention spans are short nowadays. This is especially true when it comes to consumers. It is said that as a business, you have around two seconds to convince a potential consumer that your products are worth their attention.

And what will they be looking at, at least initially, to determine if your company is worth their valued time and attention? Your logo, of course.



Aviate Creative can help you get your company's branding designed, established, and marketed well.

We aspire to take brands to new heights through remarkable identity work, graphic and web design, and copywriting.

Contact Aviate

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