

E-COMMERCE FOR START-UPS

2018-1-ES01-KA229-050819-5

LOGO



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WHY WE NEED A LOGO ?



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- ★ Simply your logo is your signature. Your signature is a form of your identity. Because of letters, symbols and drawings, or both (drawing and letters) logo is important for the brand. With the logo created or selected, you can have the opportunity to introduce yourself to the world more easily and comfortably. With a design that reflects you, you may have the chance to differentiate from your competitors and to make your awareness much healthier.



- ★ The artisticity and creativity of your logo directly affect the target audience. No matter how high quality the products we produce, we cannot get the efficiency we want unless they are reflected to the right target audience with a good marketing technique.



- ★ One of the most effective and permanent methods to reach the right target audience is to promote the brand correctly. The effective selection of the brand name will be the first step in this regard. However, this is not enough given that it is difficult for people to keep only names in mind. In order to solve this problem, investors use the logos that they have designed to promote their brands in the most accurate way. Perhaps the first step in the image is the logo.

- ★ Your design; It is informative about your work, field of activity and quality. A well-designed logo can also replace hundreds of words. It will facilitate the growth of a completely original, well-reflected fogo brand. It will become more attractive in the eyes of customers and increase the brands retention rate.

- ★ A good logo is the most rational and profitable investment for a brand. The concept of” an investor providing quality service should have a quality logo & quot; is seen in all corporate success stories of the world. An identity element that you can use anywhere and must have the following characteristics:

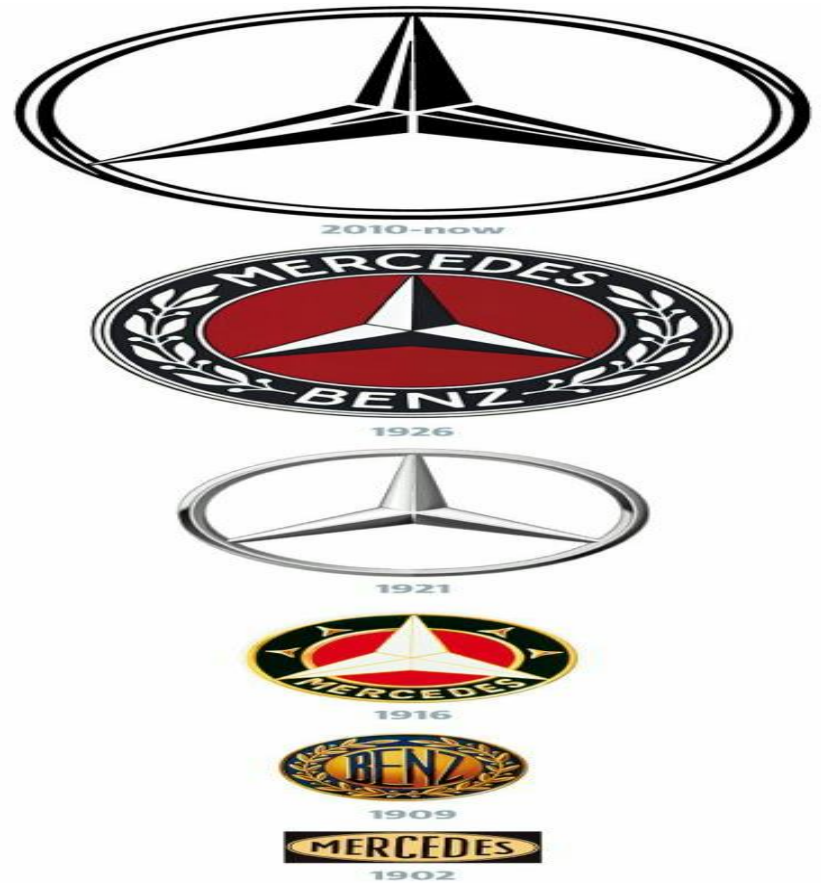
- ★ Reflecting, embodying, the “spirit” of our brand
- ★ Can be applied smoothly to all surfaces and dimensions
- ★ Application of different surfaces and media does not cause excessive expense
- ★ Simple, few colors, easy to read and understandable
- ★ Any details that might evoke rival firms should be avoided.

- ★ The design of the logos, which is important for the promotion of companies, is therefore very important. With all this in mind, we can take steps to create our logo. Logo making is not so difficult anymore, along with evolving technology and new programs. But logo design is not as easy as you might think.



While it may seem easy to look at the logos, the journey is long and exhausting until the logo appears. It is necessary to be creative to make a logo design that is remarkable, memorable and creative.

Logo Examples From Well-Known Brands From Past To Present





2000-now



1989-2000



1947-58



1930-47



1920-22



1998-now



1998-2003



1976-98



1976



2011-now



1992-2011



1987-92



1971-87



HOW TO MAKE A LOGO ?



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- We need inspiration,
- We need to know everything about logos,
- We need to develop our own progress,
- Business information,
- Research, design research,
- Editing,
- We should pay attention to the use of colour.



- ★ Using a logo is must for a brand. Because a brand's first meeting with customers is logo. The logo should be remembered and remarkable when customers see that. The customers should guess brand's stance and style. Therefore, all these should be taken into consideration when designing the logo. An effective, understanding and striking logo design must be created.

- ★ For this purpose, we asked for help from all the students in our school to design our logo and organized a competition. All classrooms were visited with the teachers and students in charge of the project, information was given about the point of the project and a logo was explained. Our expectations from the logo were explained and it was stated that we had a surprise prize for the first.

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★ Lets create our logo contest attracted great interest in the school. There has been intensive participation of our students.



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★ At the end of the competition, very good designs have emerged. The resulting designs were evaluated by teachers and students in the project.



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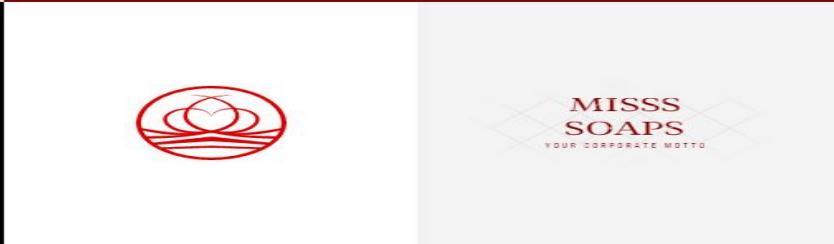


LOGO DESIGNS OF OUR STUDENTS



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MISSS SOAPS

MISSS SOAPS
YOUR MOTTO

MISSS
SOAPS

MISSS
SOAPS
YOUR MOTTO

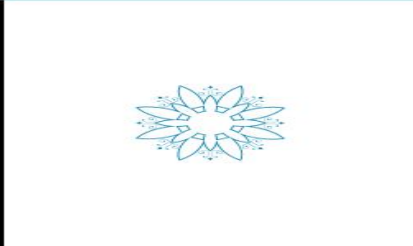
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Miss Soaps



Miss Soaps



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- ★ The results were evaluated with the teachers and students in charge of the project and the first logos were identified.
- ★ As a result of the competition, our first logo was announced to the whole school and the first student received a surprise award.



missoapsturkey.wordpress.com

THANKS FOR LISTENING...