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“E-COMMERCE FOR START-UPS”

LOGO

THE LOGO OF ICON-KOURABIE



WHAT DEFINES A GOOD LOGO?

- ***A GOOD LOGO IS DISTINCTIVE, APPROPRIATE, PRACTICAL, GRAPHIC AND SIMPLE IN FORM, AND IT CONVEYS THE OWNER'S INTENDED MESSAGE.***
- ***A CONCEPT OR "MEANING" IS USUALLY BEHIND AN EFFECTIVE LOGO, AND IT COMMUNICATES THE INTENDED MESSAGE.***


WHAT ARE 5 CHARACTERISTICS OF A SUCCESSFUL LOGO?

BELOW ARE FIVE CHARACTERISTICS OF A GREAT LOGO :

- ✓ SIMPLE! SIMPLE LOGOS ARE THE ONES PEOPLE CAN RECOGNIZE AS SOON AS THEY SEE THEM. ...***
- ✓ SCALABLE! A GREAT LOGO SHOULD BE SIMPLE ENOUGH TO BE ABLE TO BE SCALED DOWN OR UP AND STILL LOOK GOOD.***
- ✓ MEMORABLE / IMPACTFUL. ...***
- ✓ VERSATILE. ...***
- ✓ RELEVANT***



**SO FOR OUR PRODUCT' S LOGO
WE SELECTED:**

- **A DESIGN THAT CONVEYS THE ESSENCE OF OUR PRODUCT! A LOGO SHOULD DELIVER AN IMMEDIATE AND HONEST IMPRESSION OF OUR PRODUCT'S PHILOSOPHY, CONVEYING WHY OUR PRODUCT IS SPECIAL.**
 - **AN APPROPRIATE STYLE CHOICE.**
 - **OUR PRODUCT'S NAME.**
 - **A RELEVANT COLOR SCHEME.**
- 

AND THE LOGO FOR ICON-KOURABIE:



ICON-kourabie



**THANKS FOR
YOUR ATTENTION**