

WHY LOGOS ARE IMPORTANT

Why do you need a logo?

Even if the brand names were not **integrated** into their design, I'm guessing at least 99.99% of people on the planet could recognize and name the brand each represents. But, hey, if global recognition and world domination in your industry isn't good enough for you, here are a few more reasons:



1 CAPTURE ATTENTION

Customers usually spend less than fifteen seconds deciding what they want to purchase. Businesses need to be able to **capture** a customer's attention in that time. Picture-based logos **tend to be** more memorable. Why? Human minds process pictures faster than words because they "read" them as a whole instead of as a sequential pattern.

2 SENDS A MESSAGE

A logo needs to speak for the personality of the brand. A lawyer won't be taken seriously with a smiling cactus on their logo. However, if a family-owned plant nursery used it instead, that would **set it apart** from similar businesses while giving the impression that they're unique, playful, and inviting.

3 SHOWS PROFESSIONALISM

There are millions of businesses operating around the world. To **stand out from the pack**, you need to have a logo. It proves that you are **committed** to the business by investing the time, money, and energy it takes to create a strong logo.

4 INSTILLS BRAND LOYALTY

Logos provide a visual **shortcut** for customers. At a glance, they see a logo and know that, for instance, the cookie they're looking at was made by a reliable business or brand. They then buy that brand regularly to feel like they're not wasting money on something inferior.

COMPLETE THE TASK

Match the words below to their synonyms.

1.integrated

2.to capture

3.to tend to

4.to stand out

5.committed

6.to set apart

7.to instill

8.a shortcut

9.at a glance

a)timesaver

b)to make different

c)to catch

d)to be different

e)at once

f)to be likely

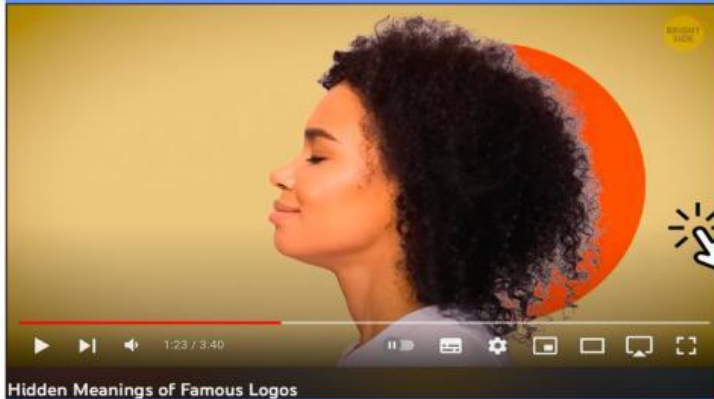
g)included

h)to promote

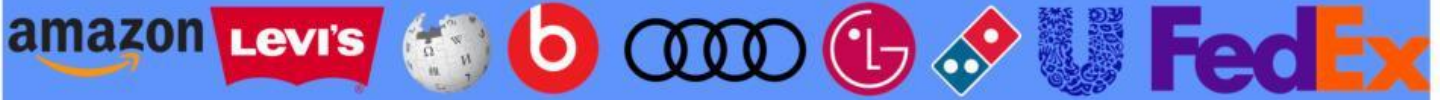
i)devoted



WATCH THE VIDEO



1. The logo says a lot about the company's past.
2. The circle actually depicts a person's head while the white letter B also stands for a pair of headphones.
3. The logo includes both the company initial name Lucky Gold Star and the company's current slogan Life's Good.
4. The logo is designed in the shape of a pocket.
5. If you look closely, you will notice that the negative space between the letters is in the shape of an arrow pointing to the right.
6. This logo was composed of many different symbols.
7. The arrow connecting the letters A and Z is there to point out that they have a complete inventory of products from A to Z.
8. The 4 circles are a reminder of the 4 companies which were initially part of one group.
9. The logo matches its brand identity.





WATCH THE VIDEO

1. First impressions count. A _____ logo can send the right message to the potential customers and help people learn more about your business at first glance.
2. As the name suggests there is a domino piece in the _____ of the logo.
3. When you look at the Beats logo, the first thing that _____ is the letter B.
4. The FedEx logo is also very cool. _____ it looks like the words Fed and Ex written together in two _____.
5. The U-shaped logo is _____ many different symbols.
6. Wikipedia has a logo to match its _____.

