ENTREPRENEURSHIP, PRACTICAL, INNOVATIVE, CREATIVE

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WHAT WE NEED FOR A LOGO ?

„ TECHNOLOGICAL HIGH SCHOOL PUCIOASA”

ROMANIA

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Do you ever wonder:

-What is a logo?

- Why we use it?

- What it should contain?

-Why is it famous?

- How do it helps a business?



Let's see !

A logo is our mascot !

I have answered all the questions, isn't it ?



How should be a logo?

- distinctive
- to highlight the field of activity of the company
- to be practical
- graphic
- simple in appearance
- to send a message of intent
- to represent your business name
- adaptable to any media support

MUST BE SIMPLE

A simple logo design makes it easy to recognize and makes it representative.







MUST BE MEMORABLE

An effective logo design should be memorable and this is possible by creating a simple and appropriate logo.



MUST BE DURABLE

Not have age, so as to be valid and over 100 years.



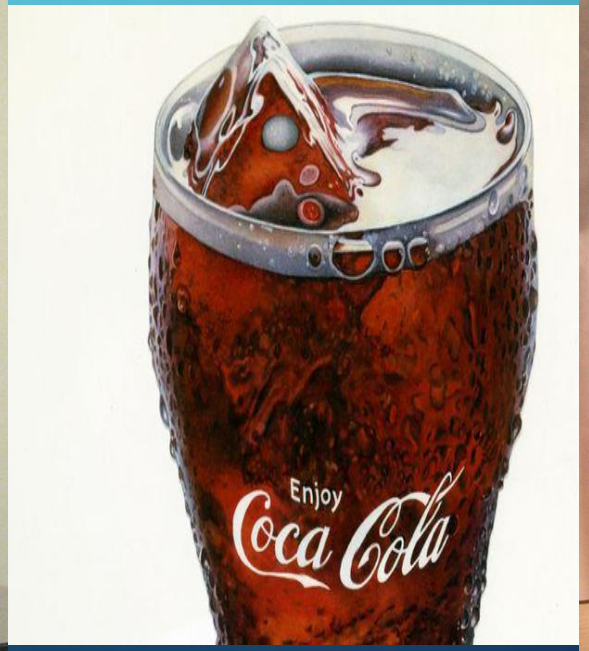
MUST BE VERSATILE

An effective logo should be able to operate in a variety of environments and applications.



First Coca-Cola bottle, 1894







MUST BE FIT!

The essential component in creating an effective logo is understanding the public. The font, style and design are selected on the basis of the audience.



CONCLUSION



A LOGO IS NOT ENOUGH TO BE GOOD, MUST BE UNIQUE!



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