

What Is a Logo?

Wikipedia answers the question in this way: “a logo’s design is for immediate recognition, inspiring trust, admiration, loyalty and an implied superiority. The logo is one aspect of a company’s commercial brand, or economic entity, and its shapes, colors, fonts, and images usually are different from others in a similar market. Logos are also used to identify organizations and other non-commercial entities.”

Why would a business not pay very close attention to the design of their company logo knowing that it is created to do all of these things?

Your logo is the linchpin of your brand. Please take it seriously. Your brand is the personification of your product, service or even entire company. Like a person, your brand has a physical “body”: the products and/or services you provide. People have character ... so do brands. A person’s character flows from his or her integrity: the ability to deliver under pressure, the willingness to do what is right rather than what is expedient. Your brand begins with your logo. Consider these critical points:

1. A logo is the very first impression people get of your company.
2. A logo needs longevity.
3. A logo needs to be original.
4. A logo should look professional.
5. A logo should reflect the time and thought gone in to designing it.
6. A logo is the starting point of your whole corporate image.

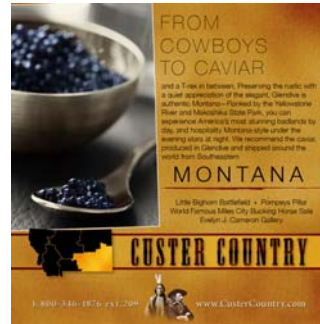
So, when you look at a logo, you should ask these questions:

1. Is it memorable?
2. Is it effective without color?
3. Is it scalable?
4. Does it gain immediate recognition?
5. Does it convey the company’s personality, character or attitude?
6. Does it relate to the business by conveying a feeling of familiarity and credibility?
7. Does it convey a feeling of quality and satisfaction?

At Cynroc, we follow a specific creative process to produce quality professional designs that meet the criteria and achieve results as described above. Our process looks something like this:

1. **Pre-design** – (interview, research, creative brief) Research the client’s industry, its history and competitors. Keep abreast of logo designs that have been successful as well as current trends and styles.
2. **Design** (theming/branding, concepting, prototyping) Develop concepts around the research and client communications, and based on sound branding principles.
3. **Development** (building, testing) Time, creative chaos, revisiting initial ideas, revising, judging, fleshing out, testing, critiquing, selecting (based on the question: Does it work?), preparing, presenting
4. **Implementation** (publication, distribution, posting, maintenance)

Here are just four Cynroc logos and, in the case of Custer Country, a bit of branding with the logo.



The bottom line is that a logo designed by a professional has a value that is measurable for many years. If you would like to visit with us in more detail, please [contact us.](#)