

## Here's How a Logo Design Can Help Your Startup to Grow

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If your new logo design creates even a fraction of the confusion among your target audience, you must take a step back and consider some alternative options. It is recommended to consider all the future possibilities prior to designing your startup logo. Giving more importance and value to this critical element of your branding is something that can help your business grow and flourish.

Creating and choosing the right logo, is indeed a stressful yet critical for even the most experienced business owners and entrepreneurs. With the right approach and careful planning, you can come up with a perfect branding piece for your business.

If you are a new startup thinking to create your business logo, or the one undergoing a logo redesign, here are some logo design tips that can help you [create the best startup logo design](#) that will ultimately help your business to succeed.

### **Don't Oversimplify it**

In order to make a logo design stand out, businesses often use icons and abstract design that oversimplify the logo, making it totally irrelevant to your brand, products and services. If you want to communicate the true meaning and purpose of your business via your logo, don't allow such stupid elements to distort the visual meaning of your brand.

Let's take an example of [new Uber's logo](#) here: The new logo is so incomprehensible to the consumers that it requires a clear explanation to convey its message. Unfortunately, it is the most common logo design mistake that usually companies both startups and established ones make with their branding.

### **Keep Global Perception in Mind**

One mistake that is constantly observed in logo designs is that the design is too ordinary and doesn't have potential to reflect global markets. Use colors wisely that can be used in local as well as in global markets. If your logo design is universally recognized and valued, that is what your business needs.

### **KISS - Keep it Simple**

Do you know the key to great logos is to keep it simple, professional and as clean as possible? Keeping it simple means eliminating anything clutter or unnecessary from the logo to make it sensible and understandable. Don't try to be overly creative to make it extra-ordinary, instead focus on your company message and communicate it straightforwardly. Great logos have no imperfections and have smooth blend of colors and shape.

### **Make it Memorable**

Ask yourself whether your logo is recognizable enough? Ubiquitous logos that are simple, clear and easy to recognize are something every brand needs. Choose elements that are simple, limit your color choice to two or three and works in large fonts to make it easy to memorize. Before finalizing the final draft of your logo, it is advisable to get feedback from people so that you can get the idea whether your logo has potential to draw the attention. If you don't get a positive response, you need something unique and creative.

**View more at:** <https://dubaimonsters.com/blog/a-logo-design-can-help-your-startup-to-grow/>

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Author: Brenda John

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