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Effective Logo Design: Guidelines For Small Business Owners, Bloggers, And Marketers

EFFECTIVE LOGO DESIGN

GUIDELINES FOR SMALL BUSINESS OWNERS, BLOGGERS, AND MARKETERS

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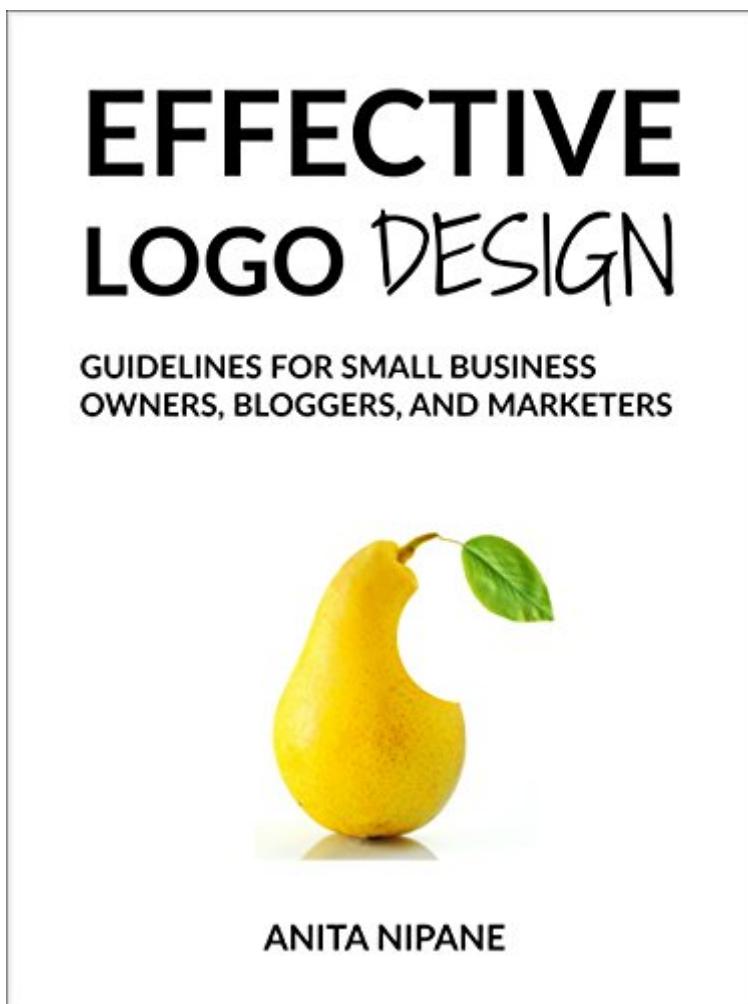
Synopsis

If you are a startup owner or novice blogger, you most probably need to decide on your branding and create a logo for your business. Don't be misled by thinking that you just need a good designer to have a good logo. Actually the result you will get mainly depends on you as a business owner or a marketer, because nobody knows your company or project as well as you do. Even the most experienced and professional designer won't be able to create an appropriate logo for your business unless you understand the main principles of a good logo design and guide him to the right direction. Therefore the more educated you are, the better result you will get. This book won't teach you how to technically design a logo. It is not meant for professional designers either. This book is for small company owners, bloggers and even marketers who want to be sure that their logo is well designed. Its purpose is to introduce you to the main logo designing principles. After reading it you will understand the psychology of shapes, the meaning of colors in branding and importance of responsive logo design and you will know how to test your logo to make sure it will work. This book is a short, but useful introduction to a broad and complex topic. As you can see from the number of pages it is a rather quick read. You can probably read it in an hour or two because it's purpose is not to make a professional designer from you, but to give you quick guidelines, how to evaluate any logo you see and create your own logo according to the best practices. After reading this book you will be able to avoid the most often amateurish mistakes and will know many free or low priced resources you can use on the Internet.

Book Information

File Size: 1784 KB

Print Length: 44 pages

Publication Date: February 24, 2017

Sold by: Digital Services LLC

Language: English

ASIN: B01MUMLU0J

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #224,164 Paid in Kindle Store (See Top 100 Paid in Kindle Store)   #15 inÃ Â Kindle Store > Kindle eBooks > Arts & Photography > Graphic Design > Design > Books #48 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #86 inÃ Â Books > Arts & Photography > Graphic Design > Commercial > Book Design

Customer Reviews

Very good book!!! I have bough some books much more expensive and I didn't find information like I have find here!!! This book must to cost some $

Simple and basic guidelines for non-designers who want to start to learn about logo design with links to other online sources that can be helpful for beginners, well structured and logical.

The book had some good advise but mostly it gave you a lot of articles to deepen the information and referred you to her online classes and other books. I guess since I knew nothing of the subject I know a tiny bit more, but not enough of what she claims as her objective.

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