



# How does brand success depend on unique logo design?



Daria Kaverzina  
and Katya Kim  
group 13833/4





**Logo Design** is the most precious and powerful tool known and an important aspect of the business marketing.





# Purpose for Creating Logo

Logos are graphical presentation of a company's unique identification and even they give essential information about a company



## Return on Investment (ROI)

Every brand or a company must know the [Importance of Logo Design](#). As customers grow to know, like and trust a particular brand, they are more probable to respond positively to successive meets with a logo-potentially leading to raised sales or enhanced mind shares within the target market. Additionally, a well-designed logo involves a degree of competence and professionalism that could help steer likely new customers towards choosing the business rather than a competitor with no or substandard logos.

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# Logo Creates Your Image

It's very necessary for a logo to keep a meaning to reflect something unique and specific to the subconscious brain of the consumer, to keep it apart from the rest of the competition.



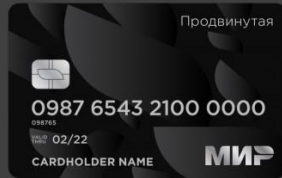
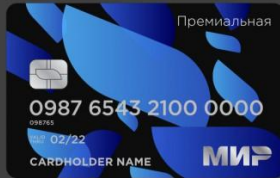
FUTURE  
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ACADEMY

**FedEx**®

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# Logo Coagulates Consumer Loyalty



GAP

Gap



Apple's First Logo (1976)



1976-1998



Current logo