



The best logos trigger positive associations.

Many times clients will ask us to design their logo to communicate what they do. We tell them that a logo serves to *remind* customers of a brand, not to define it.

See how easy it is to match up the symbols on the left with the products on the right? The symbols convey no information about the products at all, yet immediately call to mind the brands they represent. Because the association with the brand is positive, the response to the logo is positive.

Would they work better if they showed something about clothes, computers, cars, or liquor?
Or would they run the risk of being boring and forgettable?

Apples, bats and crocodiles work on an associative level, not a logical one. Your logo should, too.

For more **free** information, visit **staddendesign.com**.

