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# Amer logo pdf

American red cross logo. American heart association logo. American express logo. American eagle logo. American flag logo. American legion logo. American airlines logo. America first logo.

Logos are part of everyday life. Each store has its logo, designed to transmit its position in the marketing community. Within each store there are product shelves, each tagged with a corporate logo that tells consumers who provide that particular product. Each television station, radio station, publisher, website and manufacturer has a logo designed specifically for them. The design of the logo is a part of the visual language of advertising, consumerism and identification. Logos are designed to transmit a story in seconds. In marketing, logos serve to attract consumer attention and give them visual identification with a product or company. The imagery transmits to the consumer as a service or product provides the societal. This type of branding makes an indelible mark on the collective psyche of consumers, and the logo becomes synonymous with the company. When a consumer sees a smiling green man dressed in a toga of leaves, he knows that the can of corn is the grain of green giant brand. A successful logo deceives the company name in the imagination. This does not necessarily mean that the image and words are connected "physically". It means that the name mark is so closely aligned with the story that the image transmits that a visual relationship is formed in the mind of the consumer. One of the most successful logos is the Rock of Gibraltar logo of the prudential insurance company. Consumers need only to see a rock image to associate it with prudential. The story is told in a glance: prudential is constant as a rock, solid as a rock, as lasting like the rock of Gibraltar. Because the logos must fight for the attention of the consumer and win it in a few seconds, their success rests on immediate recognition. The best logos are often the least complicated, such as the simple, organic Swoosh of Nike and the Bauhaus Bauhaus White Broadcasting American Broadcasting in a black circle. The logo design is one of the many services performed by Graphic Designer. Graphic designers are formed not only in computer applications for creating images and characters, but also in psychology behind logos. A chart uses color, lettering, images and shapes to communicate your customer's message to the targeted market. To make it effectively, the designer must fully understand the customer and its product. Color associations are essential for the design of the logo: primary colors for companies that produce products for children, soft green for health professionals and health products, brilliant reds or solid blues for department stores. In the logo design, the graph needs to pull together all the design elements and assemble them based on psychology behind consumerism. Are consumers overwhelmed by the continuous assault of logos? Are the thousands of designs displayed every day by defeating the purpose of individualizing companies? The logos have always been important for consumers, although they may not be aware of their benefits. The logos are unique for companies as signatures, and therefore bring some insurance with them. When a consumer sees a particular logo and recognizes it, he immediately understands what the product is, which company makes the product and how it can expect the product to work. The names alone are much more difficult to remember than those associated with form, shape and color. This was true since the Middle Ages, when the artisans and merchants are hanging from scandole with images depicting their goods. When most populations didn't know how to read or write, these signs served as guides, showing people where they could acquire the assets of which need. Some symbols have assumed broad meanings: A barrel hanging over the door designated the store as a wine company and the hammer and the anvil painted on a direct table people at the blacksmith. These logos at the beginning of the village are the logo design ancestors. Far from crude oil, these objects and painted signs were made to art, and often exposed on decorative poles in à €

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