



Why is it beneficial to have diverse logo variations?

In today's time if a business is looking to attract more customers the thing it needs is a logo that is so good that it fully represents the business to its customers. But for this to happen the business needs to use the logo for different advertising purpose like business cards, brochures, website, smartphones etc.

But using one emblem in all these different places is not possible the only thing possible here is to come with a few different variations of your logo. All these different variations should be designed keeping in mind the different ways a company can advertise a company.

There are mainly five different logo variations out of which four are mostly used by business all around. To know about what these different logo variations are and the various places a designer can use them look below:

Initial Design:

An initial design is your brand identity, something everyone sees before entering a business. Making it very important to be custom made that the design creates is so good that it can easily be redesigned to fit all the other different variations.

One thing that could help you recognize this is that these are always designed horizontally making it what a designer uses to create all the other designs. The places these can be added to include website header, brochure or on large printing material.



Vertical emblem:

The second variation is the vertical or stacked logo. The reason this variation is used is because the space on the print or web medium requires you to have a square-shaped logo. In this one, the best solution is to remove the tag line.

Websites like Facebook, Twitter, Instagram and a few others require you to use images in vertical format. While using the vertical one your main focus should be on the brand name instead of any extra details.



Submarks:

Submarks are the most simplified version of your logos. It can be designed using your business name, its initials or the icon from your initial design. Make sure to have multiple submarks as their main objective is to make them fit in a small space.

You can use submarks in a few different places like profile image for social media, websites, email footers, blogs, slides and many more, you need to make sure that they are clearly understood and efficiently represent your brand.

Favicon:

Favicon is a file format in which you will be able to a few different small icons. These are the smallest [buy logo design](#) variation which can be mostly seen on the left side of the browser tab. These can be either circular or square-shaped symbols.

Their main purpose is to set your website apart from your competitors which can only be done if the icon used is small that it fits the space available. Websites that don't have a favicon use the website platform logo instead.

Varied Logos:

This is something not a lot of business use, the ones that use this format use it to use any other design instead of the ones talked about above. This can be anything it depends on what

the designer thinks can be profitable.

You can use this for anything, you need to add another or change the old tagline or the favicon you designed doesn't look that great when used. Some also add an extra element to their advertisement to make them different from all the other ones.

Conclusion:

There are a few [custom logo design company](#) variations that can help capture the client attention, the only thing you need to take care of is to make sure they are used properly and in all the various places that your ideal clients use every day.