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# HOW TO COME UP WITH A PROFESSIONAL ECOMMERCE LOGO

Article from [Revalsys Technologies](#)

This article explains about  
how to come up with a  
professional ecommerce logo



## **What Is An Ecommerce Logo?**

A logo is a symbol that is used to identify a business and its products/services. Your business's logo is the element that will be used consistently across all of your branding materials.

## **Types Of Ecommerce Logos**

### **Pictorial**

A pictorial logo consists of shapes, icons, illustrated images, mascots, abstract designs, and pictures. It is colorful, fun, and attractive. It is not necessarily a literal representation of a business's products. Starbucks, Apple, and Nike are some brands that have pictorial logos.

### **Textual**

A textual logo contains the name of a brand or its acronym or initials, and is an ideal option for any business. This type of logo is minimalistic, simple, and easy to remember, as it doesn't have too many elements that distract from the brand's name. eBay and L'Oréal are examples of brands that have textual logos.

### **Combination**

A combination logo comprises a mix of pictures and text. Brands like Adidas, Amazon, and Chanel have combination logos. While designing a combination logo, you have to make sure that its image and text don't overshadow each other.

## **The Importance Of Having A Logo For Ecommerce Businesses**

Ecommerce is a visual medium, and the logos of ecommerce businesses have a very important role to play in their success. Your logo is the visual representation of your business, and the first thing that your customers notice on your website and branding materials. It is useful for you irrespective of the size of your business.

There are a few considerations that you should keep in mind in order to create a memorable logo for your business, which are as follows:

### **Tips To Create A Logo For Your Business**

#### **Make Sure It Resonates With Your Business And Audience**

This is the first prerequisite to consider to come up with a name, product, or logo for an ecommerce business. You should ensure that your logo conveys your brand's message and purpose and represents your industry, and use your brand's colors to make it easy to recognize and resonate with.



## **Keep It Simple**

To make your logo memorable you must avoid having too many elements like colors, designs, fonts, and words in it, as it can make viewers feel uneasy. You can just have either designs or words on a plain background and still make the logo catchy.

## **Ensure That It Is Original**

You can look at similar brands in your niche for inspiration for your logo. And while it is tempting to emulate successful brands, it is not advisable. It can land you in legal troubles and copyright issues with other brands, and is not the best way to stand out from your competition.

## **Make It Durable**

Your logo should consist of few elements that are classic, like simple fonts and monochromatic colors. This way you won't have to keep making too many modifications to it to keep up with changing trends, which reduces the logo's memorability.

## **Make It Versatile**

Different mediums will require logos of different sizes. You should be able to use your logo on your packaging, pamphlets, billboards, posters, as well as your website, app, social media, and all of your products as you grow. You must ensure that your logo doesn't become blurry when enlarged. Having lesser and simpler elements like fewer curves can ensure better visibility and readability across platforms.

## **Use Simple Fonts**

If you have a textual logo, the legibility of its font is an important factor to consider to ensure better memorability. Textual logos are simple, but when you use fonts like cursive, they can be difficult to read, especially on mobile devices. Cursive fonts are considered as "fun" and "playful", whereas serif and sans serif fonts are considered as "serious". Depending on your brand's message and values, cursive fonts can look unprofessional.

## **Test The Logo**

In order to design a logo that best suits your brand and conveys its message well, you should experiment with multiple combinations of colours, designs, and fonts. You must keep testing your logo with your team or various small groups of people at every stage of the designing process, and keep making changes to it according to their feedback to come up with the best version.



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