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A logo -- a small symbol or design used in business marketing -- is usually one of the first visual symbols a company develops in the early stages of planning. It often follows the naming the business and coincides with the development of a company motto or slogan and other visual representations. Having an effective logo can benefit your company.

A logo gives your company an easily recognized visual symbol. By placing this image on all correspondence materials, marketing collateral, your website and emails, you give people consistent exposure to your brand. The more people are exposed to your logo, the more synonymous the logo becomes with your name and brand. This allows you to put your logo on promotional materials and even products as a stand-alone representation of your business when your name won't fit or doesn't look as good.

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