

## LOGO BOOM

Everyone needs a strong company image. People quickly make assumptions about who someone or what something is based on their own set of experiences and expectations. A first impression is the "make or break" moment; therefore, branding is so important, even for startup companies. It is crucial to have a logo for branding the company's purposes and giving your company an identity. When customers think about buying, you want your company to be at the top of their list or be a part of their solution set. Logo symbolizes your company and provides an image nothing else can provide.

The use of logos as trademarks goes back in time to the early days of the Renaissance, the 13th Century. Goldsmiths' marks, paper marks, watermarks were among the first logos used in this way, as trademarks.

This paper deals with the comparison of two logo types: Google's and Milavitsa's.

The history of Google's logo starts from May 31, 1999. The current official Google logo was designed by Ruth Kedar, and is a wordmark based on the Catull typeface.

The current logo of Milavitsa consists of red letters and a star, which is called Milavitsa. The research showed that it is advisable to create a new logo for Milavitsa. It will be useful to change the colors and add a few elements.

A professional-looking business logo and marketing materials help make your new business more visible and credible. That's why while creating a logo of your company you should take into consideration: fonts, graphic element/icon, brand promise/tagline, logo orientation and colors.

Having a logo created professionally may cost a bit more in the short term, but will pay off multiple times in the long run. A professional logo is one of the best investments a business owner can make!