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traits of a good logo

1. **It must be distinct from other logos** (especially those of competitors)

2. **Instantly recognizable** (imagine it on a neon sign in Times Square)

3. **Legible at all sizes** (from billboards to mobile devices).

That said, there are many ineffective logos that follow these rules. What sets the great ones apart is that they **help audiences connect with the organization's mission or personality in a meaningful way**.

A memorable logo might be **deceptively simple**. Or it might have **multiple levels of interpretation** that allow us to fall in love with it over time, as we see it applied to advertising, business cards and websites. And while there is no certainty that a logo will stand the test of time, one way to prevent it from quickly becoming dated is to **eliminate unnecessary content and to resist anything trendy.**