



March 2017

## **MOBO** Pro Marketing

National Farm Safety Week is March 14 - 20



### The Power of a Good Logo

Here are some good commercial logo design tips from Webson who studied the Top 100 Global Brands and what they had in common...

- The logo is used to identify a company, not what it does (94%)
- The by-line is not included in the logo (90%)
- Font style is clean and clear (84%)
- The logo used only one color besides B&W (74%)
- Logo design uses letters only (74%)
- Logo design is a made-up name or ACRONYM (72%)
- Logo is rectangular in shape (66%)
- The name is six letters or less (52%)
- Pronunciation includes three sounds/syllables (44%)

Can you guess who some of the Top 100 brands are?

Coca-Cola, Microsoft, IBM, GE, Intel, McDonald's, Toyota, Dell, Ford, UPS, IKEA and Google to name just a few!

*For nearly 30 years MOBO Promotional Solutions has acted as a trusted advisor to our clients by helping them stand out from their competition. For expert advice on how you can get the best ROI for every marketing dollar, call us at 306.249.4318*



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