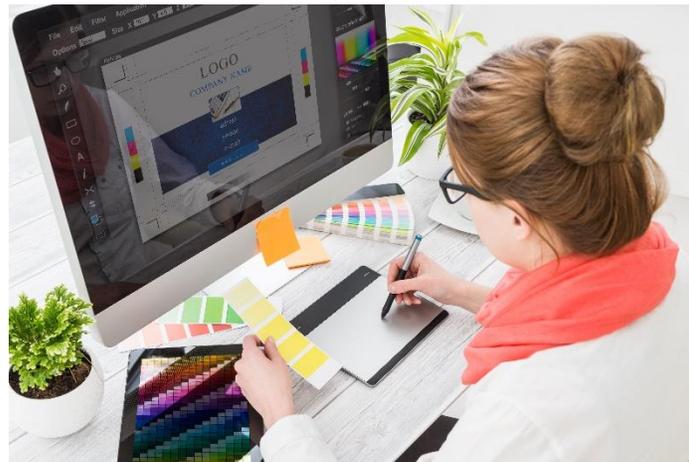




Mother's Day is May 9



What Defines a Great Logo?

For the last three months, Team MOBO has had a lot of fun reviewing the logos of companies who entered our "**MOBO Logo Contest.**" Each month we got to choose a winner from all those who submitted their logo for consideration. Thank you to all of you who participated!

We ran the contest on social media and on Rock 102. It generated a lot of questions. How does one define a great logo?

To reiterate some key points, we first shared in a [Blog in January of 2019](#), the first thing to remember is to make sure you absolutely love the design before you launch it. Then, don't second guess yourself. Experts say one should design a logo with a minimum of 10-15 years or more in mind. Truly iconic logos never change, i.e., Coca-Cola, FedEx and Apple. Typically, when you find yourself getting tired of it is usually when it is starting to make an impression on everyone else!

Don't fall into the trap of the so-called "trends" in logo designs, i.e., soft hues, specific fonts, etc. Trends go against what you stand for and have built. Simply put, your brand should transcend trends!

Keep it Simple – while your logo should reflect your company in a unique and honest way, don't try to tell too much of a story.

Keep it Minimal – no one part of a logo should overpower the rest. It should be artistically balanced.

Make it Relevant – know your audience. You wouldn't use a chicken mascot if your primary customers were vegan.

Make it Scalable – a logo should work just as well on a business card as it does on a billboard. You also want to ensure it works well in a one-color print, Black or White.

Make it Timeless – a consistent identity lends credibility to a business.

We are happy to share with you the following logos Team MOBO chose for our monthly winners. Each of them got to choose from one of four prize packs (Printed supplies, Pens, Hats or a T-Shirt/Hoodie combo. We wish each of them continued success!



We are always willing to assist you with designing a logo. We have several skilled staff with Graphic Design and one of our team members even taught Graphic Arts!

Happy Mother's Day to all of you who are blessed to have or be Mom's. We hope you can spend some time with your loved ones over the next few weeks as we move into warmer weather!

-Team ***MOBO***