

How Can Branding and Logo Influence the UI/UX Design?

No comments



*Perhaps you don't even need a logo and brand, a little voice whispers in the back of your mind as you consider all the factors involved in starting a business. It's never good to listen to that voice. Logos are crucial to creating a successful brand, along with high-quality products and positive reviews. Furthermore, Branding comes from **UI/UX** web design and graphic design, and if they are effective, they will boost brand engagement, prominence, and conversions. In what ways does this logo matter? In addition to grabbing attention, making a strong first impression, being a foundation for your brand identity, being memorable, separating you from your competitors, instilling a sense of loyalty, and fostering brand loyalty, it also sets your brand apart from your competitors. We'll explore all these points in more detail below.*

User Interface Branding: Why Is It Important?

The brand is a set of marketing and psychological techniques and steps that aim at promoting products, services, personas, etc., first and foremost by setting up a brand. An image of a product or service is created by distinguishing features and promoting awareness and recognition on the market. This image may take many forms, such as visual,

verbal, tactile, etc. Branding involves visual elements, mainly through graphics, such as:

1- logo.

2- brand colors.

3- Typography: Using lettering within the logo or as an entire representation of the logo (wordmark). Typefaces used in digital and physical products that represent the brand.

4- Various graphic assets, such as illustrations, letterheads, business cards, etc.

5- templates for corporate presentations.

The question discussed above refers to Branding as a set of visual elements defining brand style that can be applied to interfaces, such as logos, typography, colors, and so on when it comes to user interface design. Together, they serve as a powerful tool for creating visual recognition of products and their styles. Since visual perception is much more straightforward than reading a text and much more memorable than listening to a speech, Branding, in this sense, plays an essential role in product promotion based on target audience analysis and marketing/customer research.

Branding and UI

1- From Branding to UI

[Arashtad team](#) has extensive experience in working with UI/UX projects, so we are confident in saying that Branding IS essential in user interfaces, especially when you intend to use the interface as an additional source of user attraction as well as a way to increase brand awareness. If you conduct proper marketing research, analyze your competitors, and then develop branding elements, especially a logo designed by a professional designer, before starting UI design, you can increase your chances of getting recognized faster and easier. Because UI designers will consider design solutions appropriate and corresponding to the product's general branding concept, they mutually support each other when designing the interface, its color palette, shapes, types, fonts, illustrations, and icons. It provides a natural and harmonious feeling of the brand in general and the particular interface as an integral part of this brand.

As [Arashtad designers](#) worked on Branding and user interface solutions for e-commerce and mobile applications; they understood how strong mutual support of Branding and general interface design could be beneficial to the product's promotion. Practice proved that this strategy was entirely right. As important as it is to remember, an application's or website's user interface is not just a collection of static or animated images but a field of active interaction. Interacting with the product through the interface enhances the memorability potential of brand elements and general stylistic concepts.

2- From UI to Branding

As a follow-up to everything above, we should ask: can efficient UI design be created without branding elements?

Yes, it is possible, and there are many examples to illustrate. However, in this case, UI won't help with brand recognition as effectively as with branding elements included. These two different powers of attracting and engaging customers will somehow work separately, not in harmony. An excellent user interface and a helpful product can reverse the process: UI becomes a vital element of Branding through its popularity and determines all future branding solutions. It is common for customers to be unable to afford branding and UI design simultaneously for a product, for example, a startup with limited funds. UI design will undoubtedly be the first step. The general stylistic concept will be determined right during the interface development process, not based on previously made branding and promotion decisions. Upon becoming popular, the product is useful, usable, and well-designed, and the owners decide to create particular graphic assets for Branding at a later stage. Since it already represents the product and is the foundation of brand awareness and brand image, this solution will probably be based on existing UI graphics.

It is also possible for general branding elements, such as logos, corporate colors, fonts, etc., to differ dramatically from the design concept for the user interface. There may be occasions when this is done purposefully to avoid strong branding associations with a brand's products and to avoid linking an application or website to a brand. It can negatively impact promotion and conversion rates if such differences are not part of well-thought-out strategies but simply a lapse in general design and marketing.

Expert Logo Design: 4 Reasons to Invest.

There are many providers and options available when you need a logo. Why should you work with a professional when it comes to logo design?

1- Consider the importance of your logo

In addition to Branding, logos play a crucial role in how potential clients and customers perceive your business. For a logo to be effective, it must be memorable, clear, and well-designed. When a company's logo is well-designed, it can immediately grab customers' attention and communicate its core values. Consumers judge your business by its appearance, so if you have a great logo to represent your company, that short attention span can work to your advantage. The most important considerations will most often be made by designers with a lot of experience or a team of designers with a lot of experience. Experience in the design field can be invaluable and help to ensure an original and creative logo is created for your business. A logo design failure has been documented many times with large corporations. Critiquing and questioning your work is imperative to ensure your design is on track. This can be achieved with [expert logo design](#).

2- Think of the Long-term

In the logo design world, there is no doubt that the best, most memorable, and most famous logos have been around for years. While some companies update their logos with design trends, some memorable logos have remained unchanged for over 100 years. Their efficiency, clarity, and ability to stay in people's minds make them great logos. When redesigning your company's logo, you want to make sure it keeps up with current design trends or if the company has changed its focus. You don't want to have your logo redesigned because it was too weak in the first place. [Expert designers](#) consider longevity when designing your logo, and certainly not something a 'cheap and cheerful' design would.

3- Get Advice From the Experts

Getting logo design expertise from anyone else is impossible - great advice and knowledge. [Arashtad experts](#) have a wealth of experience and lots of advice to offer during the process. You will envision where the project should go when you are the designer and the client. But sometimes, it can be a bit overwhelming, and you don't know where to go next. Having the option to ask your designer for their advice is great to have on hand and helps to ensure you both have a great outcome at the end of the project. Expert logo designers from [Arashtad](#) will also be providing input throughout the process. If you wanted to add three more colors to the logo, the designer may know from experience that it would be too much of a change. So they show you that version in the design, as well as one that includes more color without being too overwhelming. When investing in expert logo design, you'll get valuable advice during the process.



4- Other Considerations.

Arashtad professional logo designers will follow a tried-and-true process. This would include plenty of research before the design even begins. It is essential to analyze your competitors' logos to see how your logo stands out from the crowd and sets it apart from them. A professional designer will also evaluate your logo goals and compare them with the trends of your industry and how well the design ideas reflect your business activities. The logo must also be compatible with any existing branding or brand guidelines. All of these things need to be reflected in an expert logo design, as well as catching your potential customers' attention, standing out from the competition, being memorable, fitting well on all brand aspects, including mugs and signs, and working well within your vision of the logo. You have much to consider regarding your logo design, whether new or redesigned. It can also be an overwhelming process with so many things to consider!

By hiring an [expert designer](#), you'll have the knowledge, creativity, and support you need for the process.

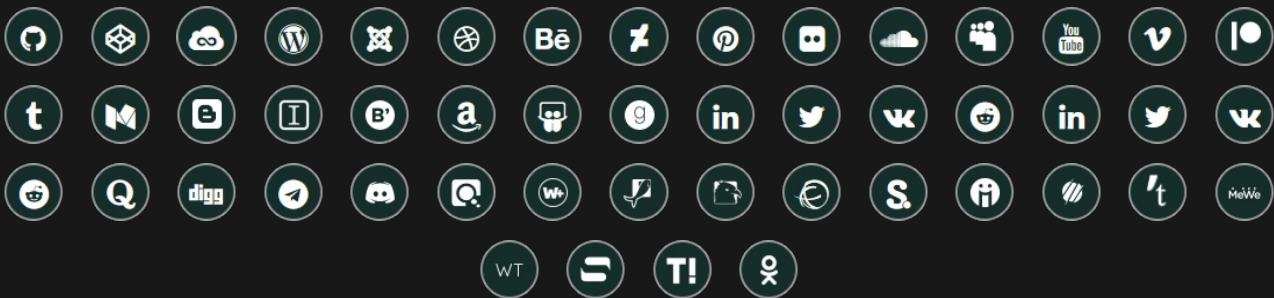
Conclusion

In this article, you learned about the importance of logos and Branding. In the next article, we explain more details about Branding. Feel free to ask any questions you may have via direct message in [our Services](#) if you want to learn from our experience.

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