

Marketing and promotionbuilding the image and the brand

[Business](#), [Marketing](#)



A logo is a symbol representing a given organisation. It is mostly in use for letterheads and marketing purposes. Logos are different, and each is linked and recognized with purpose. There are diverse forms used in logo design, but the most appropriate are the symmetrical geometrical shapes; since they are easy to use.

This is a logo for Art Gallery of NSW. As from the logo, the organisation is museum. However, it is not easy to tell what it specifically deals in. In addition, it informs us about the location of the group that is in New South Wales.

The logo has effectively represented the gallery. To begin with, it is simple. The simplicity is evident by the choice of two colours; whereby, purple is the background, and white represents the wordings. Thus, it makes it easy to describe and memorise. Second, the logo is timeless. Reason being, it is less trendy therefore it would be relevant for a long time. Third, the logo is versatile. Thus, it makes it possible to be printed in diverse sizes; over various mediums; and dissimilar purposes without losing its significance. Finally, the logo has entirely targeted its audience. This is evident by the use of purple and white colours. Purple meaning royalty and nobility whereas white meaning brilliance and safety. (Mallon)

On a personal perspective, the logo for the Art Gallery of NSW would not benefit from any modification. Reason being; it has fully utilized the qualities of a good logo. These qualities include being simple; versatile; appropriate; memorable; timeless and distinctive. Consequently, they will have more customers; because they will have a good feeling towards the Gallery.

(Mallon)

Work Cited

Mallon, Shanna. " 7 Essential Qualities of a Great Logo." Saturday March 2012. The Straight North Blog. Thursday August 2014. .