

If a company could design a good logo, it will be much easier to achieve success than other companies, for example, Apple company and Starbucks. First of all, nowadays many individuals know Apple as a company with high technology. There are three reasons to explain why Apple is so popular among young persons. The main factor is that this company owns a simple and <dvl>unforgettable{unforgettable}</dvl> logo. Although the logo just looks like an apple and has some similarities with another company's green apple logo, it still could make people feel distinguished. Then the use of colors is very <dvl>challengable{challengeable}</dvl>. The company regarded white as purity. Apart from the common use of white and black, they use several bright colors such as red, pink on the ipod. Therefore, this act could attract many young people effectively. The last one is the app store of the Apple system. This store could offer the service and sell people more useful apps. In addition, Starbucks is also a good example. At present, when people see <dvl>it's{its}</dvl> logo, they will think of coffee. Although the logo nowadays looks like a female human and link to sea strongly, it changed a lot overtimes. Since it developed all the time. it will achieve success.