



Logo
Stationery
Website
Banners
Headers
3D Graphics
Brochures

Design for your business needs. Get a decent image, attract more customers and have less time, enjoy more income while you are taking care of happy customers!



Logos designed by Ypson

LOGO HISTORY

The origin of logotypes goes back to the 19th century, when industrial manufacture of products became important. The new industrial procedures allowed a much higher output than that of the former handmade products. The new products were distributed in large geographical areas, even nationwide. New competitors appeared from time to time, and the offer of products of a same kind increased notably. At that time, a significant part of the population was still illiterate. The industrial leaders became soon aware that the public would not easily differentiate their product from the same product of their competitors. More and more manufacturers began therefore to include a symbol, sign, or emblem on their products, labels and packages, so that all the buyers could easily recognize the product they wanted.

The manufacturers later began to add the name of the company or of the product to their sign. The name being shaped often in a specific way by each manufacturer, these combined logotypes, which for the first time included sign and name, became extremely popular. During many decades, when a new logo was being designed, owners, advertising professionals, and graphic designers always attempted to create a sign or emblem which, together with the name of the company, product, or service, would appear as a logotype.

Source: <http://en.wikipedia.org/wiki/Logo>





To explore samples of our products and their prices, kindly visit <http://www.ypson.com>

Thank you
www.ypson.com