

## Form follows Idea



Communicating the product idea through logos and names is good design

good logos express the product idea



- \* [Symbols visualize ideas](#)
- \* [Tags are a way to identify things](#)
- \* [Logos are symbols that visualize product ideas](#)
- \* [Logos are visual tags for ideas](#)
- \* [Names are tags](#)
- \* [The best product names tie into the product's idea](#)
- \* [Names can be tags for ideas](#)

{gallery}Swirlnet{/gallery}