

How to Design a Logo

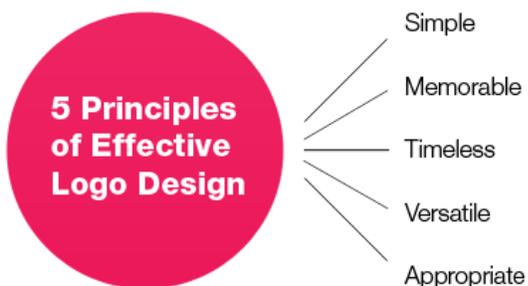


Logo design in today's world is totally under rated. People do not understand how important a good logo is and how valuable it is to their business

Before you design a logo, you must understand what a logo is, what it represents and what it is supposed to do. A logo is not just a mark – a logo reflects a business's commercial brand via the use of shape, fonts, color, and/or images.

A logo is for inspiring trust, recognition and admiration for a company or product and it is the job of a graphic designer to create a logo that will do its job.

Principles of Effective Logo Design



Now that you know what a logo is supposed to do, and what it should represent you now must learn about what makes a great logo aka; the basic rules and principles of effective logo design.

1. A logo must be simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unexpected or unique without being overdrawn.

2. A logo must be memorable

Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.

3. A logo must be timeless

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

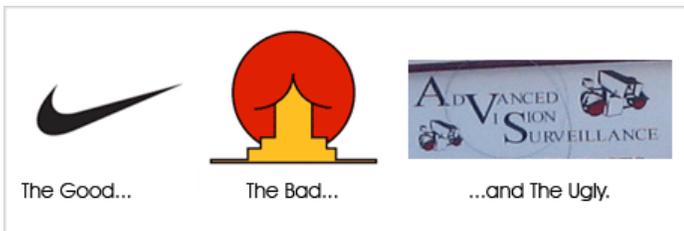
4. A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason a logo should be designed in vector format, to ensure that it can be scaled to any size. The logo must work in just one color too.

5. A logo must be appropriate

How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm.

Learn Off Others Success & Mistakes



Successful Logos

Now you know what the rules of logo design are, you can distinguish the difference between a good and a bad logo... By knowing what other logos have succeeded and why they have succeeded gives a great insight into what makes a good logo.

For example, the classic Nike Swoosh... This logo was created by Caroline Davidson in 1971 for only \$35 yet it still a strong, memorable logo, effective without color and easily scalable. It's simple, fluid and fast and represents the wing in the famous statue

of the Greek Goddess of victory, Nike – something perfect for a sporting apparel business. Nike's just one of many great logos. Think about other famous brands that you know about and check out their logos – what makes them successful?

For more quality, lesser known logos go to your local book store or library and look at a logo design book.

The Not So Successful Logos

We can also learn off logos that have not been as successful such as the ones in the above picture or these bad logo designs. As seen in that post linked, some logos can depict things that may have not always be noticeable to the designer (as in the middle logo above) or they could just be plain bad design, as in the logo to the right.

The Logo Design Process

Now that we know what a logo is, what the principles and rules of logo design are and what makes a successful logo we can now finally begin the design process. This it hardest part of the 5 steps and is its own topic in itself – Each designer's logo design process is different and experience usually is the key factor in creating this process. In short, a logo design process usually consists of the following:

- The design brief with client
- Research and brainstorming
- Sketching
- Prototyping and conceptualizing
- Send to client for review
- Revise and add finishing touches
- Supply files to client and give customer Service