

# TOP TIPS for great LOGO design

Creating a logo for your company involves a lot of decisions, namely: colors, layouts, fonts and symbols. Not to mention that you want to capture the essence of your brand in one iconic design.

**It's important to remember that when we look at something, we don't read first.**

Before anything else, we see shape, we see color, and if that's enough to hold our attention, then we'll read. So in every instance, regardless of the company, the small but essential element in the brand picture is the logo. A good logo should be eye catching, timeless and memorable.



## Know Your Brand

The brand is the foundation of a company and how people perceive your company. The logo is the visual representation of the brand.

The logo explains who you are and what you do, why you do it, and how you do it. To make sure that the logo synchronizes with the brand it is associated with, you must begin by knowing the brand inside and out by identifying the core values, mission, vision and target audience.



## Keep It Simple

A common mistake some people make with logo design is trying to squeeze in too many elements. Focus on one main image, shape or pattern.

Consider the *visual hierarchy* of the logo to ensure it directs viewers to the most important information first, then guides them through the rest of the content with visual cues, such as fonts, colors, sizing and more.

Don't be afraid to include ample empty space. Plenty of "white space" around your logo will create a clean, crisp and memorable design. Using blank space in your design also makes it easier to integrate the logo seamlessly into different print and digital formats, such as social media posts, presentation decks, marketing materials, business cards and more.



## Color Is Important

Colors play a crucial role in determining a brand's message.

Use no more than two contrasting colors or complementary shades of the same color. Cramming four or five colors into your logo will make it feel cluttered and crowded.

Doing some research on color psychology before selecting your logo's color palette is very helpful to the process.



## Choose the Right Font

Like colors, typography evokes certain emotional responses and speaks to the personality of a brand. The viewers should get the message upon first glance of the logo.

You may love the look and feel of a swirly, artistic font—but will anyone be able to read it? In whatever combination of serif, sans-serif, display or script fonts used, it is suggested to use no more than two fonts in the logo design.

A simple logo equals a memorable design, especially when so many brands are competing for our attention.



## Make It Versatile

Another quality of a great logo design is that it is easily scalable in a vector format so that it can be used in versatile ways as your marketing needs grow and change.

The most effective logos look great and remain consistent on a variety of different media. Think about how your logo will look in all of your core applications. When evaluating logo options, keep in mind:

- *How does it look on printed paper versus a computer or phone screen?*
- *How does it look in black and white versus full color?*
- *How does it look in reverse (lighter logo against a darker background)?*
- *Is it still legible if you shrink it to the size of a stamp?*

The best way to answer these questions is to play around with different backgrounds and mediums during the design process. Test the logo at different sizes to see how it scales up and down.