

Free Guide to CREATING A LOGO

Style

Brand

You need to understand what your business and brand are about and what market you will trade in. You need to know your brand personality, is it fun, tough, gentle, delicate, powerful or aggressive and no need to stick to just one type (people aren't 1 dimensional so don't make your brand).

Business

Your logo needs to represent your business, that is from both a colour and images point of view. If you offer a traditional service, then technological photos won't appeal, in the same way a traditional font and layout won't appeal to customers looking for something modern and contemporary.

Impression

Your logo needs to be clearly recognisable for what you do and memorable so that your customers instantly recall your business when they see your logo. Think about all the businesses that you can recognise just from their logo!

Design

Type

You can choose from either a logotype (think Coca Cola) which is just your brand name or a symbol (think Apple) which is an emblem without words. The logotype generates quick recognition of the business, but the symbol is universal and easy to add to products. Alternatively, you can combine both a symbol with your business name to cover all areas (think Starbucks), which will give you a both the instant recognisability of a symbol with the quick recognition of a logotype.

Colours

Colours elicit an emotionally response and there is a huge amount of information around which colours represent what type of business or emotion, spend time understanding this area.

Font

Choose 2 different fonts; one for big banners / headlines and one for all your descriptions. It is so important to ensure that what you choose can be read by everyone. Perhaps have a script font for your banners/headers and a contemporary one for your text.

Summary

Simplicity

Keep it a simple with a clean and clear design. Utilise only a couple of contrasting colours and/or fonts with an easily recognisable symbol.

Scale

By ensuring that your logo can grow with your business, it can be upscaled to advertising board or downscaled to a pen utilising either the whole logo or parts of the logo.

Ask yourself these questions

- What is the core offering of your business?
- What do you want your brand logo to represent?
- What one thing instantly brings your business to mind?
- Do you want a symbol, logotype or a combination?
- What shape or design do you want your logo to be?
- What sort of response do you want your logo to generate?
- Which fonts stylise your business to you?
- Is the design scalable?

