

LOGO DESIGN

Resource Guide

5 REASONS WHY A LOGO IS AN IMPORTANT PART OF YOUR MARKETING

1. A logo differentiates your business from others visually, identifying the product or service you provide.
2. It creates a sweet spot, a point of familiarity between you and the marketplace.
3. It should exude authenticity. Customers crave what's real and genuine. A logo that looks like clip art demeans your business.
4. A good logo builds your brand. It's your promise to perform. And a promise is the heart of good advertising.
5. A logo is one of the most valuable assets of your business. The more it's used, the more equity it builds. And the more image and brand equity you have, the more valuable your business becomes. This is especially important if you plan to someday sell your company.

7 PROBLEMS TO AVOID WHEN DESIGNING YOUR LOGO

1. Avoid using too thin of a line weight. Thin lines can disappear or break up in some publications.
2. Keep your logo simple and meaningful. If it's too abstract many people won't understand it.
3. Keep it balanced and in proportion. A logo designed in the wrong proportions for most applications will seem amateurish.
4. Stay away from fad typefaces that will soon be old-fashioned.
5. Steer clear of the obvious because it's probably overused. Resorting to visual cliches makes people think you're a cliché.
6. Putting a rectangular box around a series of letters is not very imaginative and could hardly be called a logo design.
7. Just because a logo is attractive doesn't mean it's effective. To serve its purpose, it must convey information about your business.

5 CHARACTERISTICS OF A GOOD LOGO DESIGN

1. An effective logo looks good small as well as large. It should have the same visual effect when on a business card or a billboard.
2. A good logo does not rely on color to be effective. Many times you can only use the logo in one color, such as in faxing or in the newspaper. A logo in black and white shows the logos in their purest form.
3. A good logo has a visual 'hook' that is appealing to the eye. Its unique design suggests that your business is also unique.
4. Ideally a logo should avoid using screens or graduated ink. In printing terms, a screen is a tint of one ink that makes it look lighter than the color at 100% value. In using a 50% screen, for example, the printed result appears half as dark. Screens are difficult to reproduce clearly and consistently.
5. An effective logo is simple rather than complex. Too many elements, or a logo that is too detailed or too complex reduces recognition and legibility, especially at smaller sizes. Express the idea about your company as simply, clearly and directly as possible.

“A logo is a visual representation of your company. This should look good at any size. A logo is a very important choice to make and should never be changed once you've decided upon a good one. Two million businesses are formed each year, and a logo will help you stand out from these.”

**Jay Conrad Levinson, Guerrilla Marketing,
Houghton Mifflin, Boston, 1984**

“Realize that your company is going to project an image regardless of whether you plan it or not. That image is either going to help or hurt you.”

**Richard White, The Entrepreneur's Manual
Chilton Book Co., Radnor, PA, 1977**

“Be careful to present yourself so that others' first impressions correspond to what you want...Wear your facade with pride.”

**Richard Koch, The Natural Laws of Business,
Doubleday, New York, 2000**

LOGO DESIGN PROCESS:

How much time is spent on a logo depends on your needs. In all cases, there are a number of stages we go through to create your logo design.

OBJECTIVE MEETING

What is your company's personality? Who are your customers? How do they think of your company? How would you like to be perceived? What is your principle product or service and what are its benefits? All this is drawn out during the objective meeting and taken into consideration. The amount of time spent in these meetings will vary. While one logo might require only a 15-minute phone call, another may require a site visit.

DETERMINE THE TYPE OF LOGO

Logo styles need to be considered and narrowed down to one or two types.

CONCEPT DEVELOPMENT

The term "Think outside the Box" is used often but rarely understood. "The Box" is the limitation that designers place on themselves when they go with their first instinct or use someone else's less qualified opinion. Although the first idea could be the best, this cannot be known until other ideas are explored.

THUMBNAIL SKETCHES

Once an idea is formulated, the designer will generate a number of thumbnail sketches. The point of this step is to get as many ideas on paper as possible without getting hung up on any particular one.

ROUGHS

The designer picks the best ideas and brings them to a point where they can be presented. This could be done on paper, at the computer or both.

REFINEMENT

The roughs undergo revision so the quality is polished to perfection.

ILLUSTRATION

Often a logo involves the use of an illustration, which, in many cases, is created from scratch.

TYPOGRAPHY

Typography includes manipulation of characters such as leading and kerning, and sometimes even the creation of a typeface. Each has a subtle effect on the quality, aesthetics and readability of the type. Beyond the basics, the characters of the type might

be manipulated to create your own unique version of a typeface. If the type is integrated to form a picture, the typography can become a creative illustration in itself.

PRESENTATION

A person-to-person presentation can help us quickly narrow logo choices, as we work to identify which design elements work best. We try to distinguish the scientific from the subjective by focusing on each element of the logo separately.

SYMBOL SELECTION

Examining the symbols alone—without accompanying type—can help determine its effectiveness as part of the logo. Nike's and Apple's corporate symbols have enough recognition to be used without the company names. If the symbol alone creates enough interest or recognition, then we're on the right track.

SYMBOL REFINEMENT & STYLE APPLICATION

Once a symbol is chosen, it's a good idea to explore different illustration styles to match the desired personality of the company. This step also serves as the client's last chance to identify any features they find problematic. It's easier to be critical at this stage than later on.

TYPE SELECTION

Once the symbol and the illustration style are chosen, a typeface should be selected to complement the style of the symbol.

TYPE REFINEMENT & ARRANGEMENT

The arrangement of a logo's elements will determine the overall shape of the logo and is an integral part of the overall design. While one company might have more use for a horizontal shaped logo, another may be better served by a vertical shape.

COLOR STUDIES & SELECTION

Even though logos should be effective in black & white, it's helpful to explore which colors work best with your new logo. This step allows the client to see how well the logo works with a particular color or a variety of colors. This step is saved for last because it is very easy to change the color of a logo.

LOGO DELIVERY

We deliver the logo in both printed and electronic form—in the most common format for professional use. Most computer

applications can import EPS vector files. Both the electronic and printed files are delivered in a folder with detailed explanations.

LOGO DEFINITIONS

The **symbol** is usually a mark without lettering or type. It has a quick impact but the main drawback is that it takes repeated, constant exposure to link the symbol to your company. Huge corporations can afford to spend heavily to reinforce that message into our minds, but most small businesses can't. Another drawback is that a stand alone symbol is graphic but not usually pronounceable. It's hard for customers to ask for a product or service that only has a symbol to identify it. For instance, how can a telephone operator look up a company you can only describe as "that maintenance company that has a bucket for a logo?"

A **logotype** is the name of a company in a unique, distinctive type or letterform. It's also called a name treatment. The reason why it works so well for many businesses is that it naturally links to and describes your business. It says what you are. Plus a big advantage is that it is usually pronounceable. Sometimes the word logotype is shortened to "logo."

The **combination mark**, also called a signature, is a symbol and name treatment used together. This is one of the most popular forms of business identity and a good choice for many companies. It is pictorial and descriptive at the same time. It appeals to both the image-based part of the brain and the verbal part of the brain at the same time.

A **trademark** is any of the marks, symbols, and words that companies use to identify and differentiate themselves. The word trademark is synonymous with logotype and points directly to the origin or ownership of a product or service. A trademark is a business identifier that can be registered, legally protected, and sold if desired.

