



EVERYTHING THERE IS
TO KNOW ABOUT

LOGO DESIGN

AN E-BOOK BY
bluesodapromo

thebspway reports & guides from

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LOGO DESIGN

CONTENTS

WHAT IS A LOGO?

05

UNDERSTANDING LOGOS

05

BRANDS AND LOGOS

06

RULES FOR CREATING A LOGO

09

THINGS TO CONSIDER

13

COLORS OF THE RAINBOW

14

IMPORTANCE OF TYPOGRAPHY

15

AVOIDING THE UGLY LOGO


19

THE BRAND BEHIND THE LOGO

23

YOUR BRAND, YOUR LOGO, YOUR STORY

25

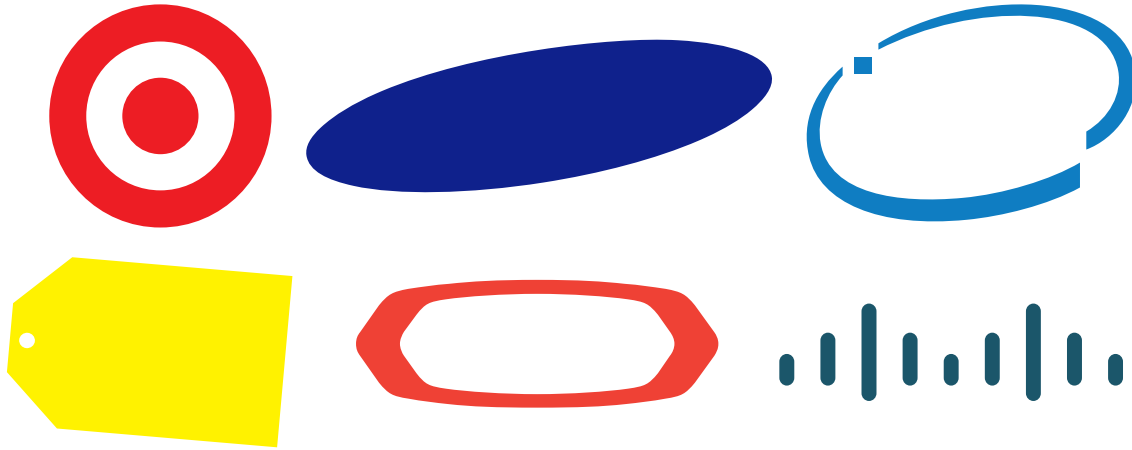


“IN A STUDY INVOLVING PRESCHOOL CHILDREN,
WHILE THEY WERE NOT ABLE TO READ,
**THEY OFTEN KNEW EXACTLY
WHICH LOGO CORRESPONDED
WITH WHICH BRAND.”**

Source: ABC NEWS

What is a Logo?

MORE THAN JUST A COOL SYMBOL OR FONT



Can you recognize these brands based only on a small segment of their logo?

“[A logo is] the image embodying an organization. [...] Logos are meant to represent companies’ brands or corporate identities”

- Six Revisions

Getting noticed as a new business in today’s digital world is tough. Trying to establish a strong, consistent and memorable brand is key for sustained success. Besides your product, one of the first places you should start when developing your brand is with the design of a kick-ass logo.

Logo, emblem, trademark, symbol, call it what you will, that image will stand as the “face” of your company so it is very important to understand everything there is to know about a logo.

UNDERSTANDING LOGOS

Before we dive into detail about what a logo is, it’s first important to understand how a logo should be used. A logo is what identifies a company by the use of a symbol, signature or mark. It doesn’t necessarily have to describe what a business does, but it should

represent the story of the brand and company. Logos do not sell the company persay, but over time a logo helps consumers build trust with a company’s products or services.

Corporate logos are intended to be the ‘face’ of a company: They are the unique identifier of a company, and through colors, fonts and images, they provide essential information about a business that allows customers to relate with the company’s core brand.

Logos are also a shorthand way of referring to a company in advertising and marketing materials; they provide an anchor point for the various other aspects in a project as well like fonts, colors and the design choices

Jacob Cass [explains the use of logos](#) perfectly when he said:

“THINK OF LOGOS LIKE PEOPLE. WE PREFER TO BE CALLED BY OUR NAMES – RATHER THAN BY THE CONFUSING AND FORGETTABLE DESCRIPTION-SUCH AS “THE GUY WHO ALWAYS WEARS PINK AND HAS BLONDE HAIR”. IN THIS SAME WAY, **A LOGO SHOULD NOT LITERALLY DESCRIBE WHAT THE BUSINESS DOES.** BUT RATHER, IDENTIFY THE BUSINESS IN A WAY THAT IS RECOGNIZABLE AND MEMORABLE.”

This analogy completely embodies why a strong logo is important. When you do not know someone well enough to call them by their name, you refer to them by a less memorable characteristic like, “the guy who always wears pink” or “that girl who sits at the front desk”.

A logo creates an image for your brand, and the more people see your logo, they can start to associate it with your brand. Suddenly, the more you get to know “the guy who always wears pink” he then becomes “Steve”. Just like how we now associate the “swoosh” logo with Nike, or the “golden arches” with McDonalds.

BRANDS AND LOGOS

Speaking of brands and logos it is time to identify the relationship they have between each other because it’s a very important one.

- Your brand is the story of your company and all it represents
- Your logo is the image that identifies your company

Simply put, your logo is the face of your company while your brand is the personality.

But before you can go out and create a logo, you should first identify what your brand message is. This way that your logo has something to stand behind.



“The guy who wears pink”



Steve

It's the consistency of this idea that makes up the company and what it stands for, what it believes in and why it exists. As you will read later on what to consider when designing your logo, a logo says more about a business than you think and designing a logo should be based on your brand message.

Webster's dictionary typically gives the best definition of a word, but their example sentence for the word 'logo' really shows the importance of having great design:

“THE COMPANY'S LOGO IS INSTANTLY RECOGNIZABLE ALL OVER THE WORLD.”

This sentence may seem simple enough, but it shows the true power and influence a logo can have.

Companies are identified and recognized by their logo. It's typically the first thing people connect with your business, in fact in some cases it is the first thing people think of before knowing your business; therefore you must be careful when choosing a logo.

We are in an age where everyone must have a website to support their company, product, and/or service, therefore making the demand for top-class logos is in high demand. To the general public, logos serve as an

instant reminder of a business or product and to a company they're the point of recognition on which their branding hinges on.

But be careful; small businesses often play it fast-and-loose with logos, paying insufficient attention to their proper size, positioning and surrounding them with materials (including clipart) that hurt them visually.

Avoid re-creating different types of logos or having similar, but not identical versions of logos on your print or online sources. Keep in mind your logo is a part of your brand, the story and face to your company; keep it simple and classy.

A logo represents a company everywhere it goes, so get it on everything! Slap that on all sorts of promotional items and tradeshow giveaways (for a guide on how to pick the right promotional item for your business [click here](#)). Put it on every piece of business correspondence. Feature it on business cards. Make sure it appears in every advertisement. There are thousands of ways to use logos, and their power grows with repetition. A company can go from being just another face in the crowd to being the recognized leader in its field by creating strong brand recognition.



Most popular brand by state

OF THE TOP 100 BRANDS OF THE WORLD,
**95% USE ONLY ONE OR TWO
COLORS**

IN THEIR LOGOS.

Source: DESIGN BUDDY

Rules for Creating a Logo

YOUR FIRST IDEA IS NEVER THE BEST



Think big from the beginning, it will give your brand more potential in the long run.

Winning the hearts and minds of consumers with a memorable logo can be the difference between success and failure of a business (harsh, I know). A snappy logo can make people connect with your brand and recall your business down the road.

Identities are becoming less literal and more about the emotional connection. Apple is a great example of a company where their brand opens the doors for product expansion because people love what they stand for.

And it all starts with their logo. The Apple logo doesn't represent computers or technology, rather what they embody as a company, slick, elegant products that may not be cheap, but are the best in the industry.

As we've stated quite a bit already, a logo is the face of your brand and the very first impression your audience

will have of your company - so logo design is crucial.

Good logos will provide their audience with a simple mental shortcut to help them quickly understand what a business is about while designs that are too complex are harder to create recognition with and rarely work.

Creating an effective visual representation of your brands requires more than just graphic design. Like any line of work that involves a set of specific skills (you just read that like Liam Neeson, didn't you), logo design requires plenty of practice and experience to be successful; knowledge is definitely power.

PRELIMINARY SKETCHES ARE A MUST

Sketching is the most important stage of design. Jumping right onto the computer can limit your creativity by the amount of time it takes to produce just one logo. When sketching, you can let your creativity run wild and have multiple ideas down on paper in a shorter amount of time. Use the computer to refine your logo, sketch to get your ideas down on paper.

[According to Web Designer Depot](#), begin with anywhere from 20-30 sketches or ideas and then branch out to create variations of the original ideas. If nothing seems to work, start again and begin sketching new ideas.

An effective designer will spend more time on this step than any other step of the design process.

K.I.S.S. (KEEP IT SIMPLE, STUPID)

The best way to describe this rule is with an example. Think Nike. The simpler the logo is, the more recognizable it will be. The Nike swoosh is an extremely simple logo, however it carries a lot of meaning, and is one of the most recognizable in the world.

Make sure to follow the K.I.S.S rule right from the beginning when you start your preliminary sketches. You want to work your design down to only the essentials and leave out unnecessary elements that will only end up cluttering your final design.

CLEVER COLORS

While color theory can be complex, understanding the basics of color can be a great advantage to your business. Some of the most important basics to consider are:

- Don't use colors that are so bright that they are hard on the eyes
- Avoid neons and light colors as well, they tend to disappear in smaller sizes
- Design your logo in black and white to begin and then decide on colors. If it doesn't look good in black and white, it won't look any better in color
- Keep in mind that colors evoke different emotions and moods so use colors that capture the company's personality

Different colors represent different emotions. A great guide to color emotion can be found on the [Buffer App Blog](#).



Umbrella



Umbrella



TYPOGRAPHY MATTERS...A LOT!!!

Typography is so significant it can make or break a logo design. A designer should test a few dozen fonts before choosing “the one.” Experiment with size, spacing and weight. The typeface should complement your brand as much as any other element within your logo.

If you really want to make your company stand out be unique and customize a font, great examples for customized logo fonts are Yahoo!, Twitter and Coca Cola.

GO EASY ON THE EFFECTS

Adobe Illustrator, Photoshop and other graphic design programs are extremely powerful tools and offer great filters and effects you can apply to your logo, but don't get carried away!

Your logo shouldn't be dependent on these elements and should look great without things like a drop shadow or gradient effect. It's perfectly fine to play around with filters and effects, but there is a time and place for them, not necessarily on the design of a logo. Of course, seeing if they can enhance your logo is fine but just remember that simplicity is key.

BALANCE ELEMENTS

Our minds naturally enjoy balance so it's important that the elements in your logo balance each other. A few key things to keep in mind:

- Play around with the size and line weights of each graphic and typeface
- Strive for the square layout; you want a logo that can be scaled to different products like letterheads or website graphics.

Though the rule of balance can occasionally be broken, remember that your logo will be viewed by the masses, not just those with an eye for great art, so a balanced design is the safest approach.

BE ORIGINAL

The final rule to designing an effective logo is quite simple; don't copy another designer's work! There is nothing wrong with checking out the competition for inspiration, but copying another person's ideas or work is just plain wrong.

Being original also means never using stock or clipart in your design. As a designer you should have your own style - this is what makes you stand out.

The background of the entire page is a repeating pattern of light blue line-art headphones. The headphones are shown from various angles, some facing forward and some slightly to the side. A large, solid blue circle is centered on the page, containing white text and two horizontal white lines.

OF THE WORLD'S TOP BRANDS,
63% EMPLOY A SANS FONT,
IN THEIR LOGO. **21% USING HELVETICA**

Source: TASTY PLACEMENT

Things to Consider

THE PSYCHOLOGICAL APPROACH TO DESIGN



century gothic
myriad

Mere color, unspoiled by meaning, and unallied with definite form, can speak to the soul in a thousand different ways.

- Oscar Wilde

Our minds are programmed to respond to color; they shape our thoughts and emotions. [According to studies](#), color affects more than just mood; color has the ability to change our buying habits. What?! Yes, a simple color choice can invoke as much as 80% increase in brand recognition which directly links to consumer confidence.

If used effectively, [color theory](#) is one of the most important tools a designer can have. Colors are a form of non-verbal communication, but can speak a loud message. Color can instantly set a mood, convey an emotion, invoke a reaction or inspire someone to take action. When we select the correct color palette we are able to tell our brand's story with a powerful effect.

Color is not the only factor that can tell a story in your logo; your choice of typography is just as important to your design. In the [Logo Design Workbook](#), typography is described as "picture of words." Each typeface

can bring out a different meaning. Don't believe me? Type out the same word 20 times, each time using a different typeface. You will realize that every typeface conveys a different story, some maybe only slightly, others drastically different.

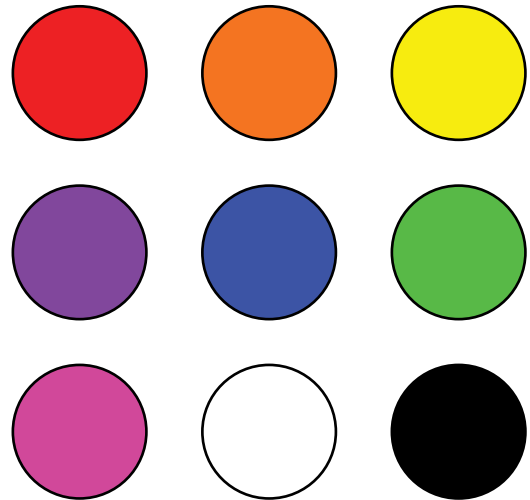
DIFFERENT	DIFFERENT	DIFFERENT
DIFFERENT	<i>DIFFERENT</i>	DIFFERENT
DIFFERENT	DIFFERENT	DIFFERENT
DIFFERENT	DIFFERENT	DIFFERENT

Color, typography and the corporate identity all go hand in hand in your logo. Something as simple as the choice of color or the font you use can change everything your company stands for. So before you go picking colors and choosing a random typeface read through some of these guidelines regarding color and typography.

COLORS OF THE RAINBOW

Let's begin with color; since our minds are programmed to respond to color we receive their subliminal messages which tend to shape our thoughts. As humans, our very survival is hung on the identification of color. We stop our cars for red lights and go on green, we use color indicators for warnings and danger signs. Bottom line: color is crucial to our daily lives. It's important to use color appropriately and understand the meaning behind the colors we choose.

If a picture is worth a thousand words, a picture with recognizable colors may be worth a million, memory-wise. There is a substantial amount of [research](#) that proves that color matters and also plays a pivotal role in all our visual experiences. Here are some examples of how different colors are perceived.



RED

An intense color that can summon strong emotions from blood and warfare to love and passion. Red is used in logo designs to grip the viewer's attention and has been known to raise one's blood pressure or make people hungry.



BLUE

A calming color that can stir up images of authority, success and security. Most people can say they like at least one shade of blue. The most popular color in logo design, it can be seen extensively in government, medical and Fortune 500 company logos.



GREEN

Green represents life and renewal. It is a restful and soothing color, but can also represent jealousy and inexperience. You can often find it in company logos that are trying to portray themselves as eco-friendly.

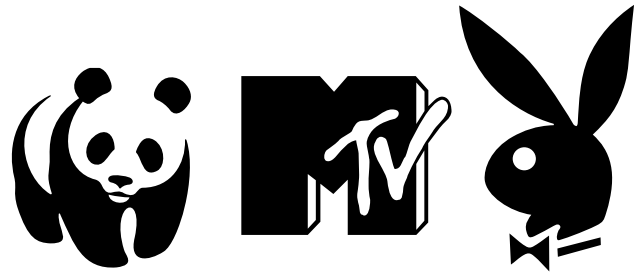


BROWN

Brown indicates nature and utility. Brown is used in logos related to construction and legal due to its simplicity, warmth and neutrality.

BLACK

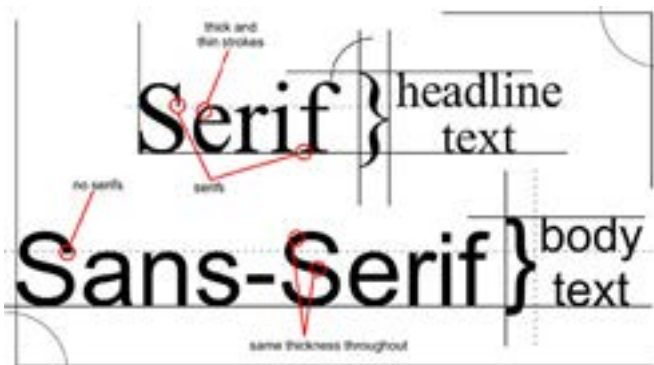
Black symbolizes menace or evil, popular as an indicator of power. Found in many logos for its boldness, simplicity and sophistication.



IMPORTANCE OF TYPOGRAPHY

Typography is the [art of designing](#) and arranging letters in order to create a word. Depending on its weight, width or height, a letter needs to convey a different feeling. For example, a thick serif letter on top of, and right next to another one, will give the sense of claustrophobia and won't be legible. On the other hand, a thin, serif type, spaced equally, will be more fluid and easy to read.

Steve Jobs knew the power of typography and used it to differentiate Macintosh computers from other competitors by producing a system that printed the same fonts that you saw on the screen. Before Mac computers, fonts were just cryptic codes embedded in text to produce visual results in print. Jobs knew that people were looking for a simple way to communicate and express their feelings. Therefore, Jobs asked Susan Kare to design a bunch of fonts (eg. Chicago, Athens, New York and Geneva) that were legible on the computer as well as print.



[Source](#)

Let's quickly go over two of the most popular typesets.

SERIF

Serifs are the small lines tailing from the edges of letters and symbols, separated into distinct units for a typewriter or typesetter. Serif fonts are usually easier to read and are recommended for printed work. Serif makes individual letters more distinctive and easier for our brains to recognize quickly. Serif fonts also evoke emotions like tradition, reliability, comfort and respect.

Common Serif Fonts: Times New Roman, Georgia, TRAJAN, Garamond

SAN SERIF

Sans-Serif is a typeface that does not have small projecting features called "serifs" at the end of their strokes. Sans Serif is great for online work. With a lower resolution small serif characters are harder to read than the equivalent sans-serif characters because of their more complex shapes. Sans-serif associates with stability, objective, cleanliness and modern.

Common San-Serif Fonts: Helvetica, Myriad, Calibri, Futura, Proxima Nova

Serif & Sans-Serif are the two most popular types of fonts, however this doesn't mean you are restricted to either. Slab serif, script and modern fonts may be suitable choices as well. Like color, each type of font have characteristics that we emotionally connect with.

So the question truly is; how do you design a good typeface for your logo?

With over 45,000 fonts on the market, everyone is asking this question. Typography can be a very complicated topic but understanding some simple concepts and rules can result in solid typography and help make good graphic design great.

Here is a [compiled list](#) of things to keep in mind when setting up your next logo with text:

- 1. Measure** - Measure the width of your text. If it's too wide then it makes it harder for readers to visually travel from one line to the next. If it's too narrow there will be too much movement.
- 2. Plan for Font Size Increase** - Don't forget to ensure your templates will scale properly when you increase your font size. If you style your typography correctly and create a solid layout, this shouldn't be an issue
- 3. Use Whitespace Appropriately** - Whitespace is the space between elements like bodies of text, columns, etc. this can be broken down to the smaller elements as well. Giving your design enough whitespace is important and very helpful in creating a well balanced design.
- 4. Consistency** and the ability to adapt are key components to successfully create a good typography associated with a brand

There's a lot that goes into typography and it can make or break a design. It is an art and skill that takes time to master, but it's one of the most powerful tools that can be utilized in your designs.

MOST POPULAR FONTS USED BY DESIGNERS

Avenir

Baskerville

Bickham Script Pro

Caslon

Clarendon

Franklin Gothic

Frutiger

Futura

Garamond

Gill Sans

Helvetica

Lucida Sans

Minion

Myriad

Optima

Palatino

Rockwell

Times New Roman

Univers

source: webdesigndepot



THE NEW PEPSI LOGO REDESIGN CAME WITH A
PRICETAG OF
\$1,000,000
FROM THE ARNELL GROUP IN 2008.

Source: STOCKLOGOS

Avoiding the Ugly Logo

GET RECOGNIZED FOR THE RIGHT REASONS



In 2012, baseball's Miami Marlins attempted to revamp their franchise. This new logo was the start of a disastrous season

The easiest way to recognize a company and distinguish it from the rest is by its logo. But, when your company has an ugly logo that makes potential consumers want to vomit, you will be recognized for all the wrong reasons. So before you go and click that online ad for designer who will give you a “breathtaking” [logo for \\$5](#), think about what kind of logo you truly will end up with (hint: it won't be too short of repulsive) and how that will effect your brand (pretty simple, poorly).

So you have followed the steps from the previous chapters, but your logo is still screaming cheap logo design instead of professional, it's time to take a minute and look at some of these key points to turn your logo from stomach wrenching to matchless.

Your logo reflects who you are. Stop freaking out about modifying your logo. If your logo is old and dated, then you look old and outdated. If your logo is ugly and irrelevant, then you look ugly and irrelevant. While consumers are critics of your logo they focus more on the feel of your brand they get from it. You want to make sure that feeling is a good one, otherwise it doesn't matter how great your company/product is; if your mark is bad then the first impression is that your product is just as bad.

Don't leave your design to an amateur. Your 19 year old daughter took a couple design classes in high

school and has a great concept for a design for your new company logo for the low cost of \$50, stop yourself right there. That cheap fee is exactly what you're going to get- cheap. You run a professional business and therefore everything that represents your business should be just as professional (including your logo). Here are some [common reasons](#) why your logos can look amateurish:

- You decide to save money by designing the logo quickly yourself
- You have a family friend who knows a little bit of Photoshop and will take care of it
- You give the job to an online company that offers cheap logos

All of the above can result in disastrous outcomes; if your logo looks amateurish, then so will your business.

Woah, scale that down a little. No your logo does not need to be point 85 size font, as long as we can see and read it you are golden. A big logo is like a large egotistical signature; it's like screaming, HEY LOOK AT ME! I can almost assume none of your clients or customers enjoyed being screamed at, so scale that logo down a tad.

[There is no need to scream](#); when you have a well crafted logo your design will stand for itself instead of having to be shoved down the throats of potential consumers. With a big logo, your company also gives the idea that its full of itself (like that small guy with the big truck), which can translate into being insecure. Let your logo be a badge of honor that is tastefully placed with a sense of balance and proportion.

Go easy on overcrowding. We're once again getting back to that K.I.S.S. rule, keep it simple, stupid! Just because you own a pet shop doesn't mean you should be trying to fit every animal you carry into your logo. Busy logos that try to force in concepts look bad, are difficult to replicate and are confusing to the consumer. You can tell the entire story behind your brand with your website, ads and social media; your logo is just one aspect of your overall branding.

Don't focus on the top trends. Logo trends come and go just as quick as fashion trends and ultimately turn into clichés. A great logo should be designed to [be timeless](#) which can be achieved by ignoring the latest design tricks and gimmicks. Being aware as a designer of the [latest crazes](#) is important, mainly so you can avoid them at all costs.

Rather than choosing the flavor of the month, think about what is best for the longevity of your brand. A logo turns into a great logo when it is able to surpass all trends in the current and coming years and still stand on its own. Coca Cola is the one of the best examples of this, they haven't change their logo in forever, but yet still remains prevalent and stylish.

Subliminal messages in your logo. Many of us can recognize a corporate logo from a mile away, but we almost always overlook the subliminal, hidden or simply clever messages they conceal. A brand's logo is designed to speak to its viewer on more than just one level; therefore many famous logos were created with [hidden messages](#) that at first glance you may not catch but if you go back to look you will find the brand message the logo is trying to communicate.

SOME AWEOOME-LY BAD LOGOS FOR YOUR ENJOYMENT



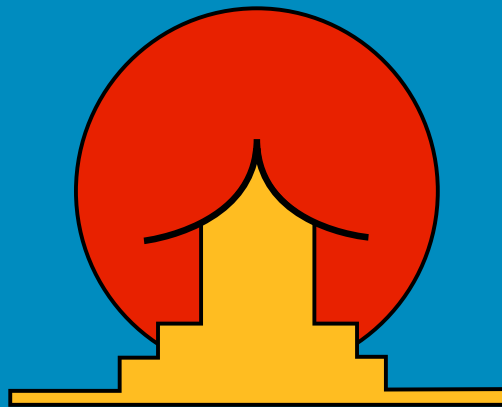
Catholic Church Archdiocesan
Youth Commission



Office of Government
Commerce



A Style



Institute of Oriental Studies



2012 London Olympics



**CLINICA
DENTAL
SAN MARCELINO**

Clinica Dental



“WE WANTED A LOGO THAT REFLECTED
YAHOO - **WHIMSICAL, YET**
SOPHISTICATED. MODERN AND
FRESH, WITH A NOD TO OUR HISTORY. HAVING A

HUMAN TOUCH, PERSONAL. PROUD.”

MARISSA MAYER ON YAHOO'S NEW LOGO

The Brand Behind the Logo

A STORY THROUGH PICTURES



“We decided it would be a collaborative logo that everybody in the world could customize”

- Irina Blok

Logos speak of a company’s rich history. It can tell how the company climbed mountains to reach the peak of success. Every logo has a story to tell.

Your company logo is crucial for identity and branding, but did you ever think there was a story behind it all? The simple Nike swoosh has a whole history of background that created the brand that is world famous today, yet without any knowledge of this a consumer may only see the swoosh as a simple design. Logos don’t just function as the face of your brand, but great design has a story behind it all. These are some of the great stories behind famous logos and how they went up with the success of the company.

APPLE

The famous tech company founded by Steve Jobs has a [partially-eaten apple](#) as its logo. But, not many know that the first logo, designed by Ron Wayne, depicted Sir Isaac Newton sitting under an apple tree with the tagline, “A mind forever voyaging through strange seas of thought...alone.”

However, almost immediately, it was replaced by Rob Janoff’s design- a partially eaten apple, except in a rainbow-colored silhouette. Later, when Janoff presented Jobs several design themes for the bitten apple, Jobs instantly liked the logo since it seemed to “humanize” the company. The bite was designed to differentiate the logo from the fruit or as Janoff said, “prevent the apple from looking like a cherry tomato.” The colored theme was finally discontinued in 1998.

NIKE

Nike's logo, which is very effective in all its simplicity, is one of the most powerful logos in US sports apparel. Nike is the Greek goddess of victory and the company's logo is derived from her wing, 'Swoosh'. According to Greek mythology, the Swoosh motivated and gives warriors immense power and strength.

[According to legends](#), a Greek would say, "When we go to battle and win, we say it is Nike." Perfect, eh?

STARBUCKS

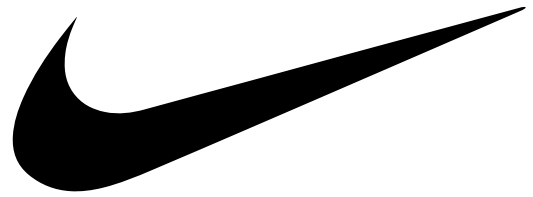
[Going all the way back to 1971](#), to when Starbucks was first coming to be, a search was out for a logo that captured the seafaring history of coffee and Seattle's strong seaport roots. There was a lot of pouring over old marine books going on when they discovered the 16th century Norse woodcut of a twin-tailed mermaid, or siren.

There was something about her- a seductive mystery mixed with a nautical theme that was exactly what the founders were looking for. The logo was designed around her and through some minor tweaks has remained the logo for the company till today.

MCDONALDS

McDonalds Corporation has become synonymous with fast food and has become one of the largest restaurant chains in the world. The McDonalds logo has become a symbol of international business expansion and has been termed as "part of Americanization and American cultural imperialism."

The famous Golden Arches in McDonalds' logo represent style, significance and a strong corporate identity. It was created by Jim Schindler in 1962 and the idea was first introduced by Dick and Mac McDonald as arch shaped signs on the sides of their then 'walk-up hamburger stand," From an angle those arches looked like the letter "M" and thus, were incorporated in the McDonalds logo as a merger of the two arches together.



STARBUCKS®



YOUR BRAND, YOUR LOGO, YOUR STORY

What you may have not known before was that a company logo has more meaning than just creative design and typography. While those are the main factors there are also strong background stories that gave inspiration to the brand then eventually the logo.

Your company logo is not only the “face” but also the story to your brand. Before going and deciding on a logo to be your company logo, think about the meaning, the story, the message. Does a logo stand behind your values and company mission?

A great logo will take time, research and numerous attempts. But, when you finally do finish it the results will give your company a greater brand message and marketing advantage. Create a logo that will stand the test of time, capture your story and make you proud every time you see it.