

## Logo Design



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, colour, and / or images.

A logo is for inspiring trust, recognition and admiration for a company or product and it is our job as designers to create a logo that will do its job.

**5 Principles  
of Effective  
Logo Design**

Simple

Memorable

Timeless

Versatile

Appropriate

## Logo Design

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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.

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### 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.

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### 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?

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### 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.

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### 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 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 Other's Successes & Mistakes

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- 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.



## Successful Logos

- For example, let's look at 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 colour and easily scalable.
- It is 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 is just one of many great logos, think about other famous brands that you know about and check out their logos - what makes them successful?



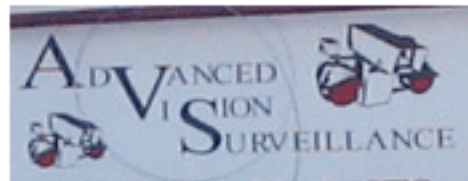
The Good...

## 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.
- Some logos can depict things that may have not always be noticeable to the designer
- Or they could just be plain bad design,



The Bad...



...and The Ugly.

## A logo design process usually consists of

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1. The Design Brief
2. Research & Brainstorming
3. Sketching
4. Prototyping & Conceptualizing
5. Send To Client For Review
6. Revise & Add Finishing Touches
7. Supply Files To Client and Give Customer Service

## Positive & Negative Space:

Important and relevant qualities in creating typographic interaction. The ability to charge space with form.

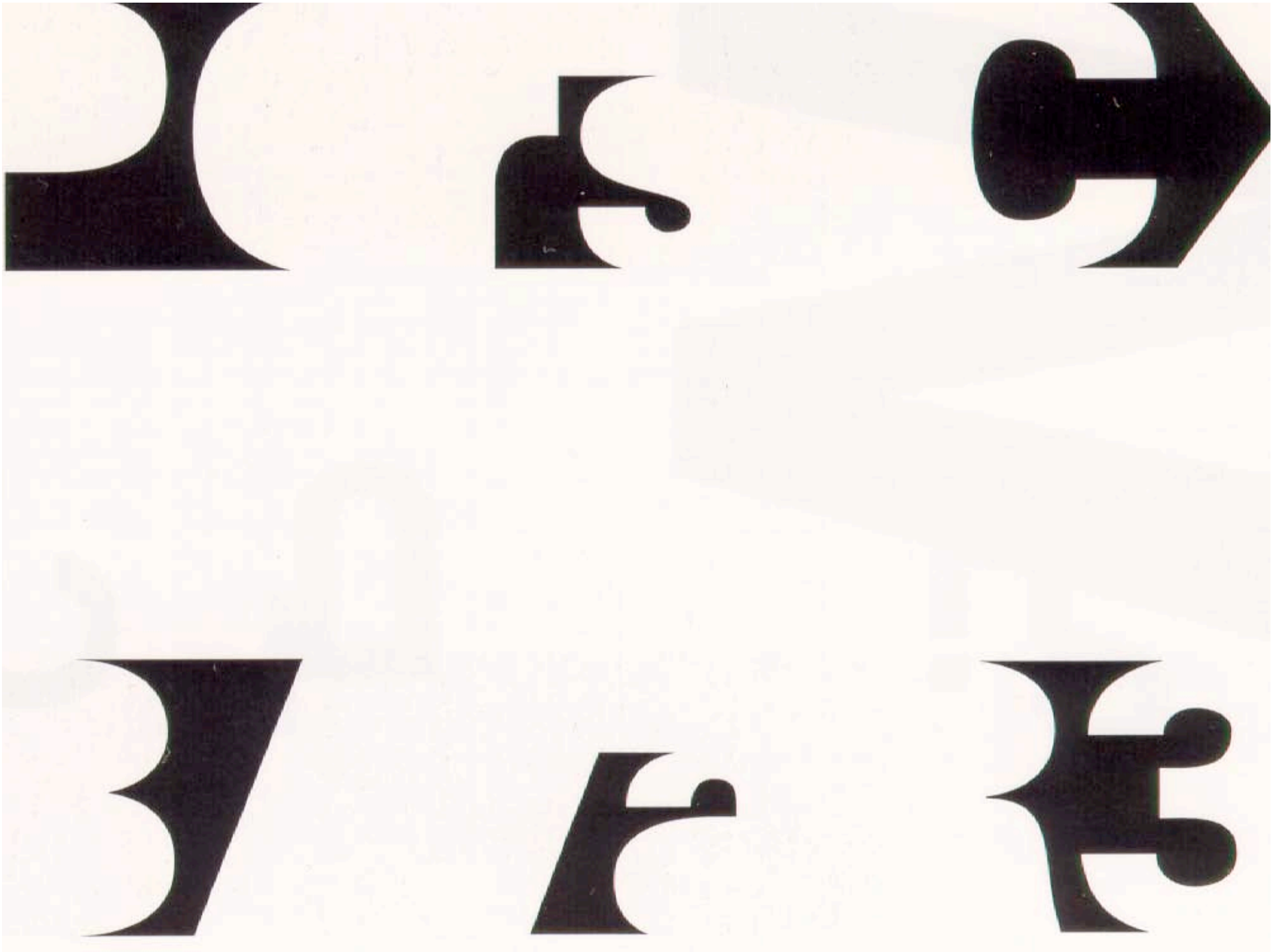


**H**

**S**

**C**





## Combination Letterforms:

Deconstruction and reconstruction creates new and potentially meaningful solutions. Shape of exterior form very important.

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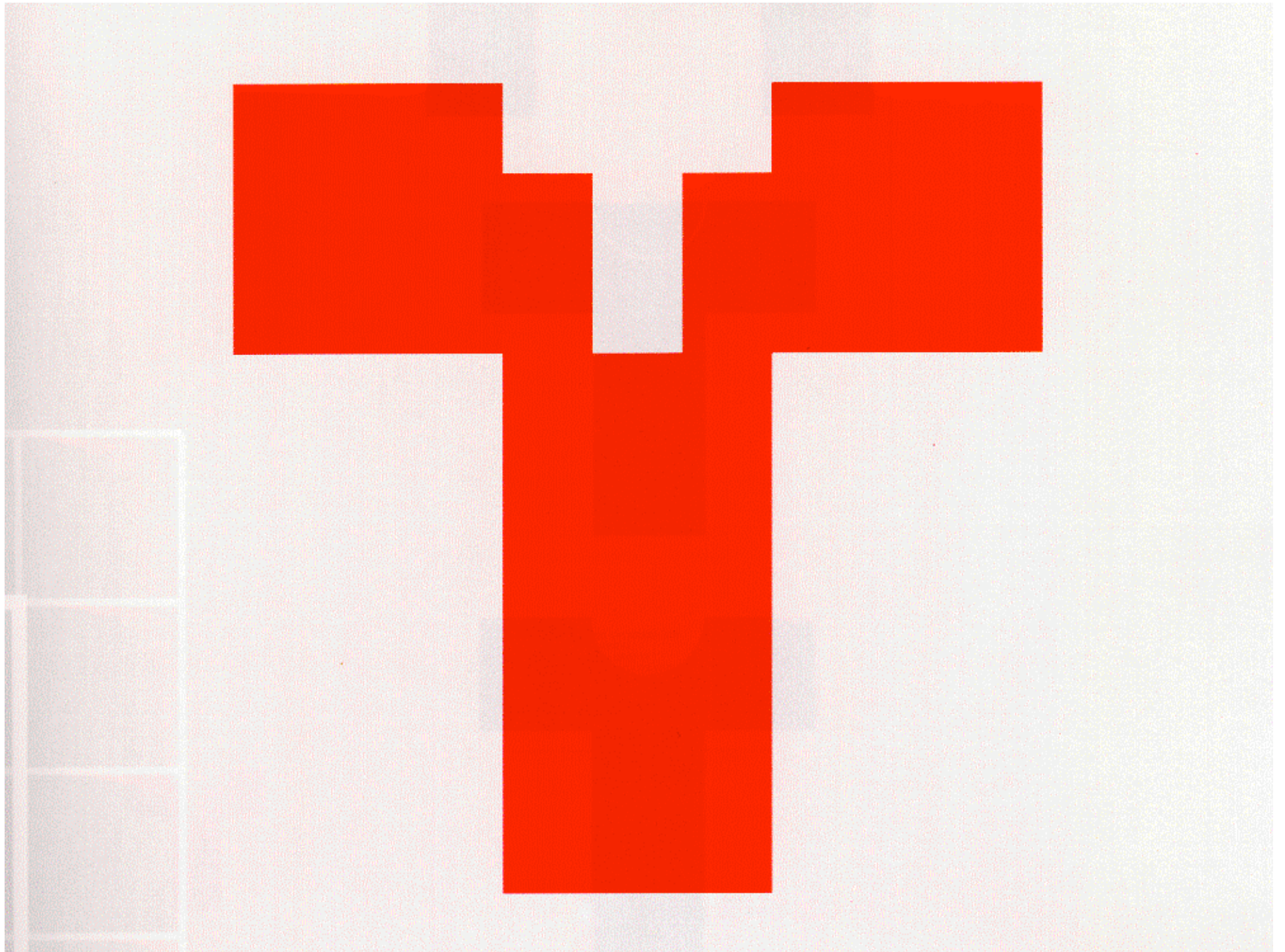
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## T Shirts De Mexico:

Challenge: A company with an ideal yet less than memorable name needs a logo that will differentiate from the competition.



## Coca-Cola:

Challenge: This original design was redone by Desgrippes Gobe who were responsible for removing the swoosh element.



# Typography II

Logotype Forms

## Canadian Airlines:

Challenge: Capture the business-traveler market, an airline needed an identity with a savvy, energetic personality. Design by Landor Associates.



## *Steel Reserve Beer:*

*Challenge: A new lager with an elegant identity is received well in test marketing, but no one is quite sure what to call it. Design by Turner Ducksworth.*













TAP PROJECT  
NEW ORLEANS