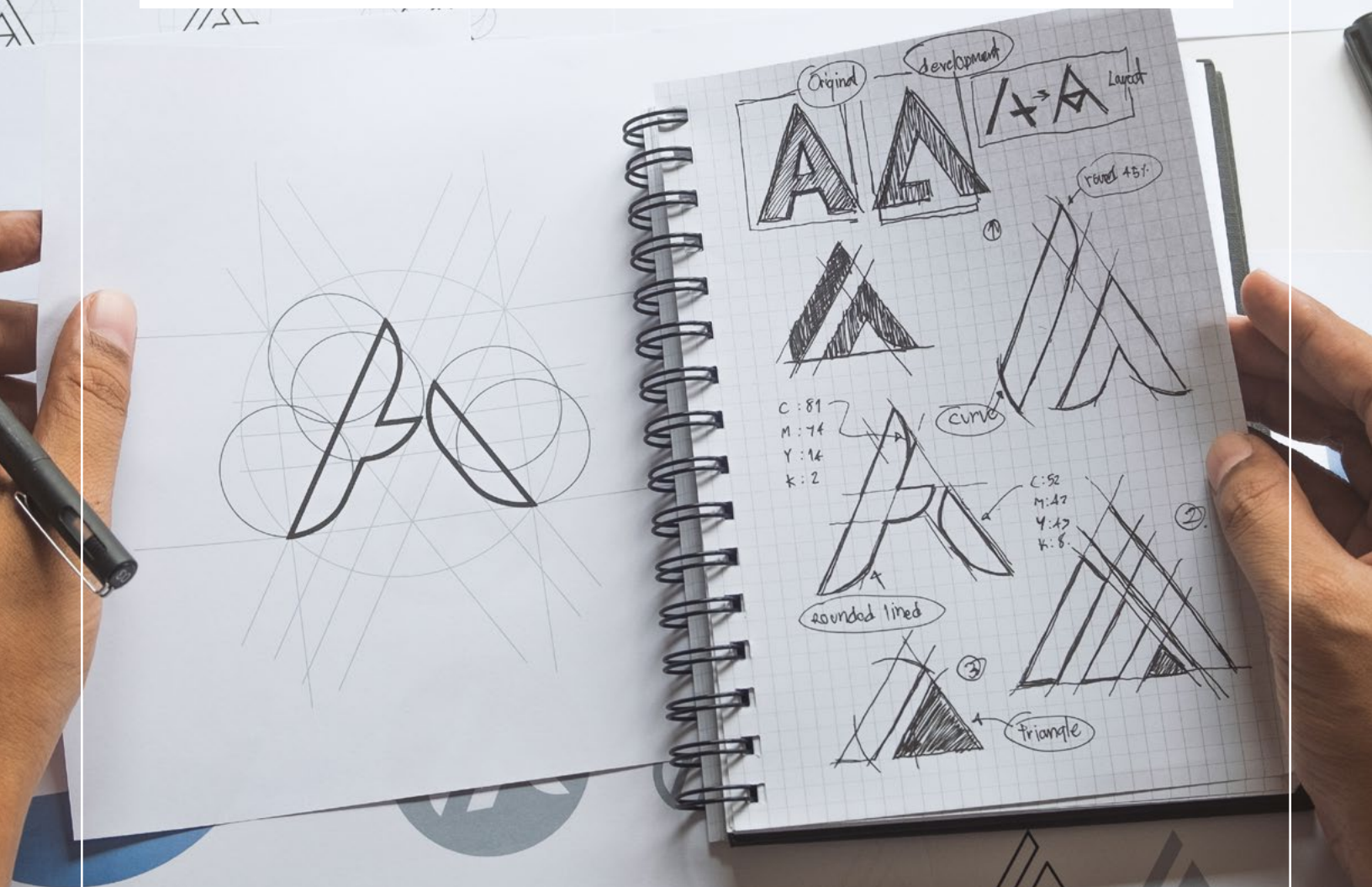


10

PRINCIPLES OF LOGO DESIGN



What is a logo?

A logo is a visual mark that identifies a business or product. This visual mark can be made up of graphic images, symbols, icons, stylized text or any mix of these.

Logos can also have secondary versions, which are variations of the primary logo that may be oriented in a vertical or horizontal manner, a variation with just the stylized text or in only 1 color, to name a few. These variations allow for flexibility when being used in different situations when the primary logo cannot be used.

Why is a logo important?

Often, your logo will be the first touch point a potential customer has with your business or product. Therefore, making a positive first impression is important, but it's more than just something that "looks pretty". It has to have function and be impactful. Having a functional and impactful logo helps bring recognition to your audience, evokes emotion, informs who you are and what you do and distinguishes your business or product from its competitors.

In short, a well designed logo captures the essence of your business and becomes a valuable piece to your overall brand.



1

SIMPLICITY

Don't over complicate your logo. While it does need to speak to who you are, it doesn't need to say everything. Keeping it simple leans into the design being memorable, scalable and legible.



2

SCALABLE

Your logo should be able to be scaled up or down to any size without distortion and loss of clarity. To achieve this the design should be created using a vector program such as Adobe Illustrator. This leads into our next tip, legibility.



3

LEGIBLE

It's important that your logo can be read at a small scale as well as at a large scale from further away. Consider seeing it on a pen or business card and then on a hanging shop sign. Will people walking by the storefront be able to read the sign clearly, will the next person you hand a pen or card to be able to read and understand without straining their eyes?



4

QUALITY TYPOGRAPHY

Your logo should use no more than 1-2 typefaces and they should complement each other. When selecting your typeface consider your target audience and business. For example, if you're a dentist office, you don't want a stylized typeface that looks like it belongs on a sports bar.



5

MODERN

A logo is more than just making something visually pleasing, it's a vehicle for communication and should evoke emotion. Think about your business' story: how was your business born, what are your goals and mission, what is your product, where are you located? Your logo should represent a part of your business' story. Whether it reflects what you do, the location, or your origin story. Keep in mind, your logo isn't supposed to say everything about your business, it's just a quick snapshot of it.



6

BALANCE

The need to refresh a logo happens, but you don't want to feel that your logo is outdated after 1-3 years. There is a difference between modern and trendy. Aim to design a logo that will still feel up to date in 10 years.



7

MEMORABLE

Your logo needs to stand out and be easily recalled after someone sees it for the first time. They should be able to describe the logo to you. While your logo should be simple, you don't want it boring that no one remembers it or too complex that someone can't describe it. Look to create a unique element within your logo.



8

VERSATILITY

Your logo doesn't just go on a website and business cards. Your logo could be on much more, including pens, shirts, signs, stickers, and social media. This is why it's important that your logo is versatile. By creating variations, your logo can adapt to any platform and medium. For example, creating both a horizontal and vertical (stacked) logo version of your full logo. Also, always create a black and white version of your logo.



9

COLOR SCHEME

Aim for 2-3 colors in your logo. This makes it easier to reproduce on a variety of different mediums versus a logo that uses 5+ colors. When choosing colors, keep in mind that colors mean different things and have a subliminal effect on us when we see them. For example, ever notice why many fast food restaurants use the colors red and white? That's because red has been proven to make us feel hungry while white it used to convey cleanliness.



10

THOUGHTFUL MEANING

A logo is more than just making something visually pleasing, it's a vehicle for communication and should evoke emotion. Think about your business' story: how was your business born, what are your goals and mission, what is your product, where are you located? Your logo should represent a part of your business' story. Whether it reflects what you do, the location, or your origin story. Keep in mind, your logo isn't supposed to say everything about your business, it's just a quick snapshot of it.

BONUS TIP

If the logo doesn't work in black & white, then it doesn't work at all.

Illustrate the logo in black and white first. This way you're more focused on the logo form itself and not distracted by color. Once you have the logo form worked out, then add color. Color should enhance the logo, not be the reason why it works.



Designing a logo can be challenging.

You may not know where to begin or you may have a logo or idea but not sure if it “works.”

I created this checklist of 10 Logo Design Principles after reflecting on past logo projects I did including Spells Coffee Shop and 360 Finance. I remember sharing with my clients many of these insights to help them better understand the reasoning behind some of the decisions I had made.

Recognizing how useful this knowledge was to my clients, as it empowered them to think differently and become part of the process, I thought it would also be useful to others. Whether you're designing your own logo, hiring someone, or reviewing your current logo, this checklist of 10 Logo Design Principles will point you in the right direction to well designed logo that is impactful and represents your business.

If you're in need of a logo and still feel a little lost or don't have the time, don't hesitate to reach out to me. I'd be happy to design a logo that checks all these boxes.

[Get in touch](#)

If you've found this document helpful let me know by reaching out on social media.



Hi there,

My name is Ann Marie. I'm a graphic designer and illustrator with more than 15 years in the design industry. I specialize in brand identity, collateral and packaging design that solve my clients' problems and connect with their audience through thoughtful, creative solutions.