

# LOGO DESIGN GUIDE

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## WHAT IS A LOGO?

A logo can be a name, symbol, or trademark of a company. It can be made up of text that is configured in a special way or even an illustration of a person, a place, or a thing associated with the company. The most common logos that we see are usually graphical representations of company names.

## WHY SHOULD I USE A LOGO?

The logo is a symbol that identifies a company and is often used to project a company's intended image. There are a number of reasons why companies need logos.

A logo gives your promotion efforts consistency. When you use the same unique logo on all the things associated with your company (e.g. stationery, brochures, packaging materials, company delivery truck, etc.), it helps to convey a sense of uniformity and consistency to your prospects.

Another reason why a logo is important is that it helps give your company an identity. An easy to recognize logo gives you advantage over your competition because it builds customer recognition. Just think how easy it is to visualize the company logos of McDonalds™, Starbucks™, and Intel™.

A well-designed logo also reflects the investment that has been made in the company. Such a logo shows that management has strong commitments to quality and professionalism. On the other hand, a badly designed logo or the lack of one is often associated with organizations that are undercapitalized and poorly organized.

Lastly, a logo makes your brochures, ads, letterheads, and envelopes stand out from the crowd. People judge by first impression and it is important for your logo to provide a good first impression because more often than not, your first contact with a prospect will involve some form of visual representation. A well-designed logo means your company name will not be easily forgotten.

## DEVELOPING YOUR LOGO IDEA!!!

One of the most satisfying tasks, while setting up your own business, is developing your own logo. It does not cost a lot of money but will help you kick start the entrepreneurial process. One thing to note however is that although your image on paper is quite inexpensive to develop, it can be the most important investment that you will make. This is because the logo, like the company name, is likely to stay with you throughout the life of the company.

This booklet is specially written to provide you with useful tips that will help you develop and design your own logo. It is recommended that you use the information found within to come up with a rough idea of what your logo should look like and then work with professionals like [QUIKPOP.COM](http://QUIKPOP.COM) to refine the idea.

# TYPES OF LOGOS

## Text Logos (Wordmark and Lettermark)

In their basic form, words are images. In this type of logo design, elements of the company name actually become the symbol. We are able to convey different impressions or the intended qualities of your company on the reader by varying the typeface and sometimes by modifying the font slightly. For example, a thick font conveys strength and power while a script font conveys elegance and austerity.

Two types of text logos exist. With the wordmark, the representation of the word actually becomes the company symbol. Lettermarks are similar to wordmarks except that lettermarks are usually abbreviations of the company name.

The image shows the word "designhub" in a bold, blue, sans-serif font. The letters are closely spaced and the overall appearance is clean and modern.

(example of a wordmark)

The image shows the letters "dh" in a bold, blue, sans-serif font. The letters are lowercase and positioned close together, representing an abbreviation of the company name.

(example of a lettermark)

If you have a limited ad budget, this type of logo may be for you. It usually let you tell the reader what you do, right in the logo.

## Symbol Logos

In this type of logo design, images that convey an actual or abstract representation of a business are used. As a symbol alone is open to a wider range of interpretation than words, it does open up several possibilities. For example, the symbol may take on a company name or it may be a symbol that is associated with the intended traits of the company.



(example of a symbol logo)

You may want to consider symbol logos if your company name is too long for a wordmark logo and that cannot be shortened to a lettermark logo. Also, if you intend to use your logo worldwide and want it to be independent of a language, a highly descriptive symbol may be useful.

## Text and Symbol Logos

This is simply a combination of the two types mentioned above. A small amount of text, or sometimes an abbreviation, compliments the symbol. This helps provide a bit of clarity on what the company is about.



(example of a text/symbol logo)

# STEPS TO DEVELOPING A LOGO

Use the following steps as guidelines to help you develop your own company logo:

## STEP NUMBER ONE

Gather all kinds of information and materials that will help inspire your design. Some useful sources include:

- Company information and materials (e.g. company mission statement, goals, philosophies, business plan, etc.)
- Competitor information (e.g. competitor logos, brochures, ads, etc.)
- Directories of trademarks and logos
- Searches on the web for graphics and photos that symbolize your company name

## STEP NUMBER TWO

Determine how your logo will be used. Logos are meant to be versatile and therefore their design should lend themselves to any use imaginable. However, if you already have some idea how your logo is going to be used, it will help you zero-in on the design focus. Imagine your logo being used in each of the following mediums and select those that are appropriate:

- Products and packaging
- Marketing collaterals (e.g. pens, buttons, calendars, etc.)
- Advertisements (e.g. billboards, media advertisements, brochures, etc.)
- Company stationery (e.g. letterheads, envelopes, etc.)

Decide the image that your logo will have to convey. Do you want your logo to be formal or informal? Do you want to target it for the general consumers or businesses? Do you want it to jump out at people?

Basically, ask yourself what your logo will be used for and decide if the design is appropriate.

## STEP NUMBER THREE

Put the name of your company down on a piece of paper. Sketch about ten different logo designs using the name as a guide to help you visualize. Experiment freely, varying things like:

- length of the company name
- abbreviations
- size of the lettering
- style of the lettering
- shapes
- shadings
- different colors
- borders
- pictures

You should try and make each separate design as different and distinct from the others. Also keep in mind that a good logo will complement your company name, not overwhelm it. Always remember that words and meanings take priority over graphics.

## STEP NUMBER FOUR

Sift through your sketches, dropping or modifying those that do not meet the following logo design criteria:

- Logos should have enough presence to hold their own no matter what context you place them in. A well-designed logo can be anywhere on a letterhead and still look good.

- Logos should not be cluttered with too much detail. Too much detail will make reproductions difficult (and usually more expensive).
- Logos should be versatile and easily adaptable to different situations. A well designed logo should adapt itself to different situations with minor modifications without losing its basic appeal.
- Logos should have unity between graphics and lettering. When lettering and graphics are placed together there is considerably room for disharmonious interaction. For example, a highly stylized letter will almost always end up competing with the symbol instead of complementing it. Your design will then look distracting and disorganized, implying your business is the same.
- Logos should be easily rendered in 3-D. When embossed on letterhead, a logo should make people want to run their fingers over it. If turned into a charm or pin, it should make people want to fiddle with it. If turned into a giant sculpture, it should make people want to give it a big hug.
- Logos, even colored ones, should look good in black and white. If your logo only looks good in full color, you may have a problem when situations arise where it can only be represented in monotone e.g. when your letterhead is faxed to a client.
- Logos should not be cluttered with unnecessary elements (lines, shapes, letters, etc.) that make it too complex. In logo design, like most other things in life, keep it simple. The best logos are often the ones that leave a strong visual impression after being seen once.

## STEP NUMBER FIVE

Computer skills will be very handy at this stage. You can now select the three most promising designs and use software like Adobe Illustrator or even Microsoft Paint (comes standard on Windows 95 and above) to re-create the designs on the computer. The software will create graphics files that your printers can work directly with.

## STEP NUMBER SIX

Show your logo designs to number of critics and get feedback. You should do this with as many people as possible, especially if they are your target audience. Get their genuine inputs and see if they respond in the way that you intended.

If the overall feedback is negative, you may want to consider modifying the designs further, starting from scratch or getting in professional help. Remember that the benefits of a well-designed logo in the long run will outweigh the initial costs of developing it.

If you find this entire exercise overwhelming or if you do not have enough the time to do it yourself, do consider hiring a logo professional from the start. An experienced profession will be able to do the work faster and more effectively. However, keep in mind that you still have to work closely with the designer as you know your business best and are in the best position to advise the designer on the purpose of the logo. Working effectively with your logo designer will help make the process a quick and painless one!

**GOOD LUCK WITH YOUR DESIGN!**