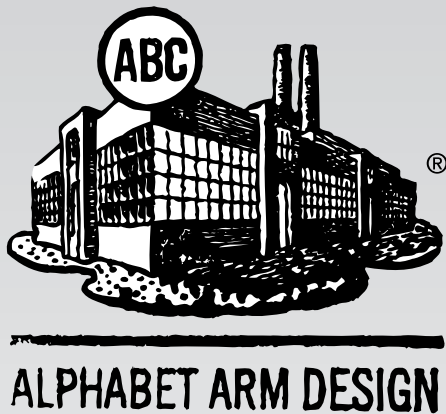


Logo Design Fundamentals: What You Need to Know



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01

//// DESIGN BASICS:


➔ **What is a logo?**

 DESIGN BASICS:

What is a logo?

WIKIPEDIA.COM → *A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition.*

*Logos are either purely graphic (symbols or icons) or are composed of the name of the organization (a logotype or wordmark). At the level of **mass communication** and in common usage **a company's logo is** today often **synonymous with its brand.***





TUTHILLTOWN
SPIRITS **ESTABLISHED 2003**

Pinterest

MIT **K12**

Howler
BROS

LOOT
found + made

FedEx®
Express



 DESIGN BASICS:


What can logos communicate?

UPSIDE**A BRAND / BUSINESS / SERVICE IS...**

TRUSTWORTHY
CUTTING EDGE
ESTABLISHED
ENGAGED
CONVERSATIONAL
SMART
DISTINCTIVE
AUTHENTIC

DOWNSIDE**A BRAND / BUSINESS / SERVICE IS...**

UNORGANIZED
POORLY EXECUTED
UNPROFESSIONAL
UNDER CONSIDERED
JUVENILE
OBSOLETE
CONFUSING
STILL FIGURING IT OUT







mohawk



HAYCON

Reebok 

 DESIGN BASICS:


➔ **Why is all this so important?**

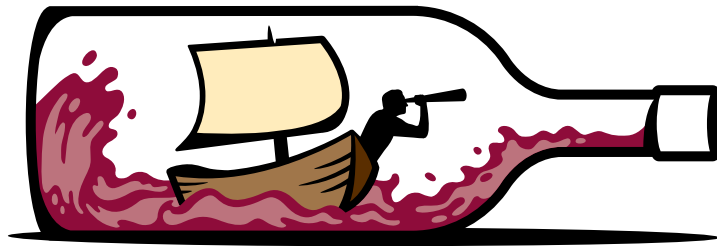
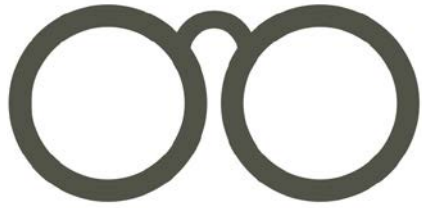
 DESIGN BASICS:

Why is all this so important?

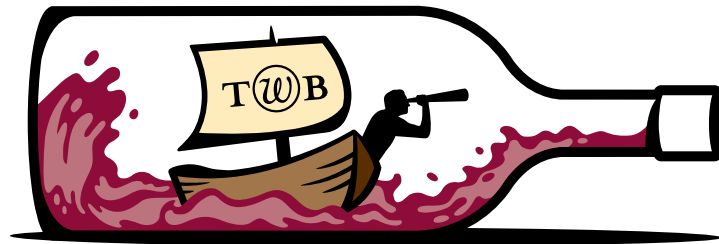
A logo appears on everything from business cards to billboards. It reaches customers, prospects, suppliers and the press. In other words, a logo speaks on behalf of the company to everyone it has contact with, and is often the first impression someone will have of a company, service or product. Because of its potential impact, a logo must offer a unique, memorable, and favorable impression.

A logo should function as an anchor for all aspects of a brand. It should inform and influence the overall aesthetic of a company's web presence, social media, marketing materials, packaging and signage.





PEARLE
EST.  1961
VISION



THE *wine* BOTTEGA

 DESIGN INSIGHT:

➔ **What makes a logo successful?**

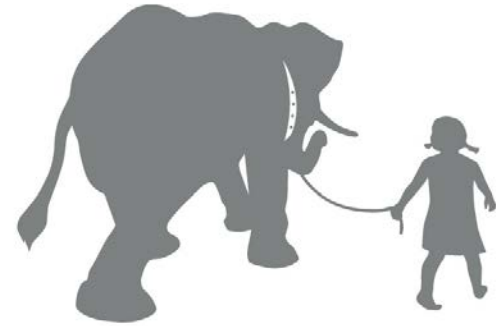
////// DESIGN INSIGHT:

➔ What makes a logo successful?

At its root, a logo can be defined as art, and art is subjective. A successful logo is not necessarily about likes or dislikes. It's about what works. Has it effectively and successfully solved communicating the essence of the business? Is it memorable while remaining simple? Is it legible? Is it irreverent while avoiding being silly? Does it look timeless, or is it caught in a trend soon to appear dated? Will it live and grow as the business evolves? Is it as effective online as it is in print?

Of course, like every business owner, you would want to have t-shirts made featuring your logo, but would you consider tattooing it on your body?

EXTRA CREDIT: Alphabet Arm has had the honor of having five (5) clients tattoo logos on their bodies.





— *The* —
Coffee Trike


 DESIGN INSIGHT:

➔ **Hiring a professional designer or studio *vs.* developing a logo by yourself.**

Hire a designer or studio based on their portfolio and how they explain their process, turnaround and price structure. As well as – would you be excited to work with them?

Warning: Be cautious using online logo shops and crowd sourcing. A great deal of documented, highly unethical practices are commonplace.

Note: If you wouldn't attempt to rebuild your car's transmission because you don't own the necessary tools or skill set, use the same consideration when designing your own logo.




 DESIGN INSIGHT:

Working with your designer.

Your designer / studio should offer a high level of communication, education, transparency, upfront pricing, professionalism and timely responses.

You should be prepared to share insight into the business offerings, the ideal demographic, who are your competitors and what sets you apart from them, examples of logos that feel appropriate from an aesthetic standpoint and general design likes and dislikes. Most designers / studios will schedule a kick-off meeting / call, or have a questionnaire to establish these visual parameters.

If they haven't determined how many logo iterations will be developed, and how many rounds of revisions are included, you should ask. You should be clear as to what types of files / formats you will be supplied when the process is complete.



 DESIGN INSIGHT:

Working with your designer.

Professional designer / design studio's rates can range from \$1,500 to \$15,000.

IP: Read your design contract carefully, most designers / studios release the logo and intellectual property with the request of using the work in their portfolio. This, in essence, means it is the client's responsibility to trademark the logo.

Timelines: All designers / studios have their own process and established timelines, but an average turnaround for logo treatments to be developed and submitted to a client, is four to seven weeks.

Shelf life: A professionally designed logo should feel relevant and fresh for 8 to 12 years.



DESIGN INSIGHT:

→ Logo Checklist Essentials

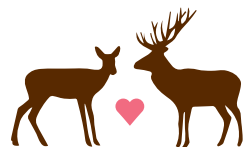
1. YOUR LOGO SHOULD BE DISTINCTIVE, UNIQUE AND AS PROPRIETARY AS POSSIBLE.
2. KEEP IT CLEAN, AVOID TOO MUCH ORNATE DETAIL.
3. YOUR LOGO SHOULD RETAIN IT'S INTEGRITY WHEN SIMPLIFIED TO B&W.
4. MAKE SURE YOUR LOGO IS SCALABLE, LEGIBILITY IS KEY.
5. COMPOSITIONALLY, YOUR LOGO'S TYPOGRAPHY AND GRAPHIC ELEMENTS SHOULD BE WELL BALANCED.

EXTRA CREDIT

DON'T GET IT TWISTED: JUST BECAUSE IT MAY BE A WELL KNOWN, ESTABLISHED BRAND DOESN'T NECESSARILY = A GREAT LOGO



Extra, extra special thank you to Ken, San, Gina and Patrick for their insight and advice.



JESS, MEET KEN™



— The —
Coffee Trike



gracernote
COFFEE ROASTERS