



Design Theory

What makes a logo?

Logo & Wordmark Design

Simplicity works. Your logo should be a clean symbol that's easily reproducible. Stay away from logos that contain a lot of information, gradation or fine details; these will be more difficult for people to recall and for you to print in smaller sizes.

Use colour as an embellishment. A well-designed logo should look good in black. That doesn't mean you can't use colour, but the colour itself should not be relied on as the major design element.

Study the science of colour and typeface. If you choose to employ colour in your logo, you need to determine the appropriate colour. The same goes if a typeface is used in your logo; be sure the one you choose communicates the appropriate message.



Design “MARKS”

Logos come in all kinds of shapes and sizes however they typically are one of 5 different classifications.

Designing a logo is about much more than an exercise in aesthetic. A logo must be a positive depiction of the product or service it represents.

When designing a logo, knowing which type of mark would be the most appropriate for the application will help you achieve a stronger solution.

WORDMARKS

LETTERFORM MARKS

GRAPHIC MARKS

ABSTRACT MARKS / SYMBOLS

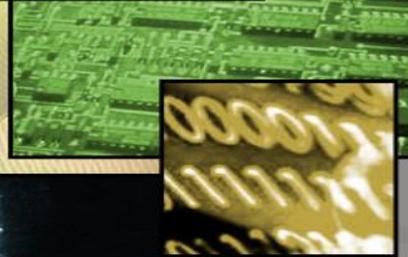
EMBLEMS

<http://www.positivespaceblog.com/archives/logo-design-the-five-type-of-marks/>



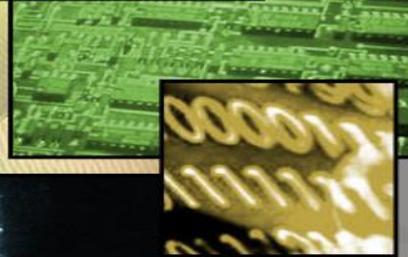
Wordmarks

A wordmark is a logo comprised of text only featuring a unique typographical treatment used to convey the brand's message or positioning.



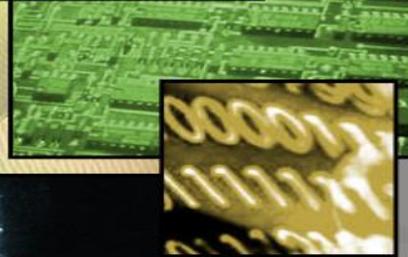
Letterform Marks

Letterform marks use one or more letterforms as a symbol to convey the brand message.



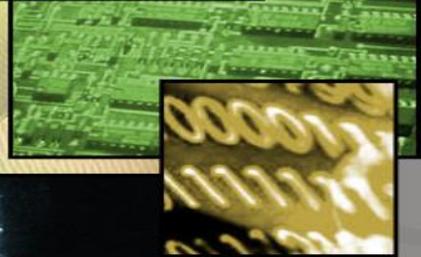
Graphic Marks

A graphic mark is a literal and often pictorial representation of a company or product. The image is usually a reference to the company or a brand attribute.



Abstract Marks / Symbols

Abstract marks and symbols use visual form to convey a concept that is relevant to the brand message



Emblems

Emblems are a complex mixture of pictorial elements and type that are linked to the organization and its positioning.



Logo Design Steps

Listen: Find out what the client wants/needs – Start with some basic parameters before you go off on a tangent.

Research: Find out what has been done (and what hasn't) – Check out the past AND present... before you recreate the wheel.

Brainstorm: Seek Inspiration – Let the creativity flow. Find a starting point that sparks ideas.

Design: Conceptualize – Start on paper, even if you can't draw, it's important to let toss out as many (silly even) ideas as possible. And don't forget to take some time to think about your ideas – gut instincts work, but so too does careful consideration.

Build: Vector Graphics – Once a basic design is arrived at, start building with Illustrator.

Versions: Black and White – Consider how the logo will look in B&W and in colour.

Decorate: Color Schemes – Determine the colours to be used, and how they will tie in with other promotional materials, and even the business itself.

Planning: Media/Use – Consider where the logo will be placed, but also on what, and at what sizes.

Refine: Typography – When tied in with fonts (for wordmarks), take time to consider the appropriateness of the typography.

<http://www.webdesignerdepot.com/2009/02/how-to-create-a-professional-logo/>

<http://justcreativedesign.com/2008/02/01/logo-design-process-of-top-graphic-designers/>



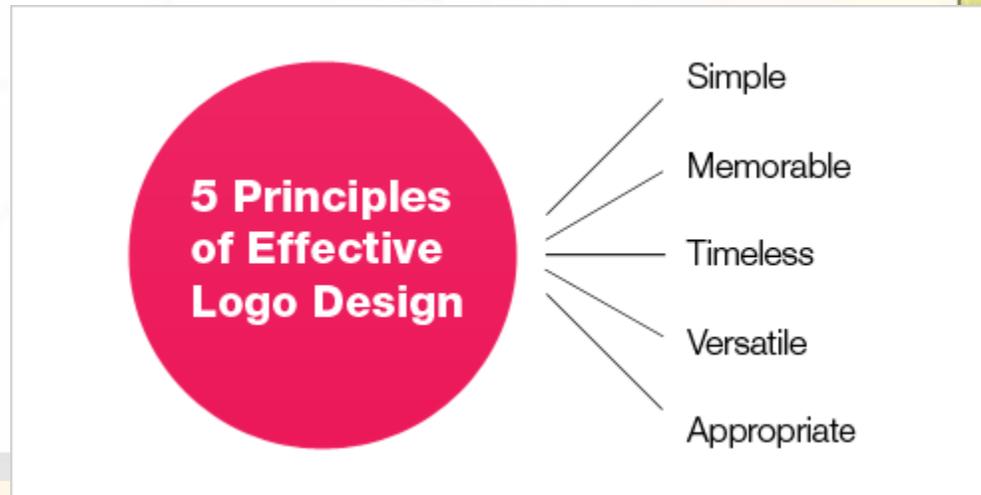
Five Logo Design Basics

What makes a good logo? A good logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message.

There are five principles that you should follow to ensure that this is so...

An effective logo is (in no particular order):

- * Simple
- * Memorable
- * Timeless
- * Versatile
- * Appropriate

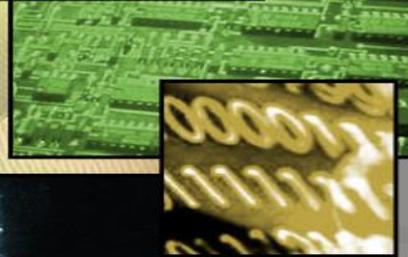
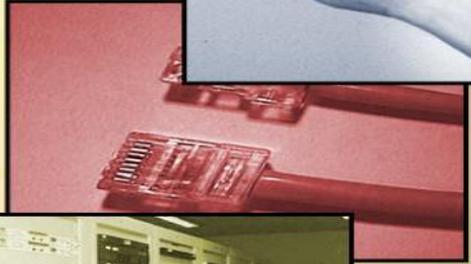


Simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unique without being overdrawn.

Simple logos are often easily recognized, incredibly memorable and the most effective in conveying the requirements of the client. A refined and distilled identity will catch the attention of a viewer in any vehicle used for advertising, marketing and promotion.

~ Jeff Fisher

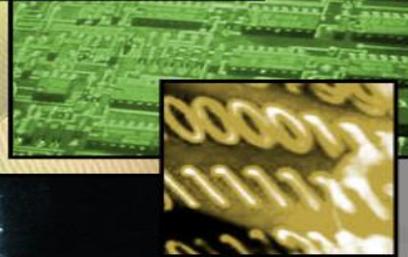


Memorable

An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo. Surprising to many, the subject matter of a logo is of relatively little importance, and even appropriateness of content does not always play a significant role.

This does not imply that appropriateness is undesirable. It merely indicates that a one-to-one relationship between a symbol and what it symbolized is very often impossible to achieve and, under certain conditions, objectionable. Ultimately, the only mandate in the design of logos, it seems, is that they be distinctive, memorable, and clear.

~ Paul Rand



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?

Leave trends to the fashion industry – Trends come and go, and when you're talking about changing a pair of jeans, or buying a new dress, that's fine, but where your brand identity is concerned, longevity is key. Don't follow the pack. Stand out.

~ David Airey



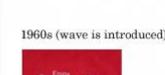
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LOGO EVOLUTION
BY:
BRAND NEW



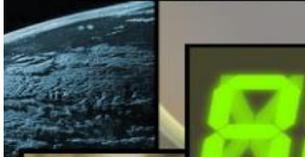
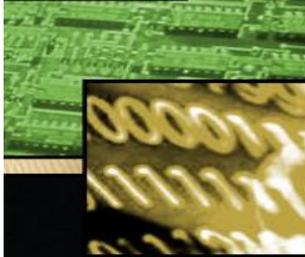
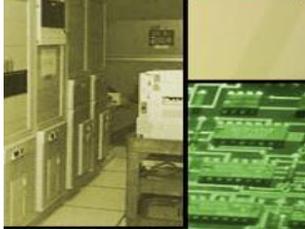
1886
COCA-COLA



During this period, there are dozens of logo variations as the logo is drawn differently for labels, print ads and packaging.



1985 (New Coke)
Coke Coke



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 should be able to work both in horizontal and vertical formats.

Ask yourself; is a logo still effective if:

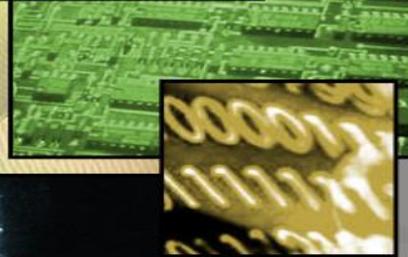
- * Printed in one colour?
- * Printed on something postage stamp sized?
- * Printed on something as large as a billboard?
- * Printed in reverse (ie. light logo on dark background)



Versatile

One way around creating a versatile logo is to begin designing in black and white only. This allows one to focus on the concept and shape, rather than the subjective nature of colour. One must also remember printing costs – the more colors used, the more expensive it will be for the business over the long term.

~ Patrick Winfield

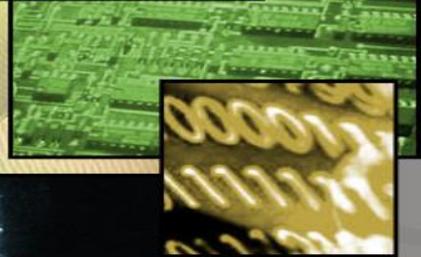


Appropriate

A logo doesn't need to show what a business sells or offers as a service. A logo is purely for identification (example: of the top 50 brands of the world, 94% of the logos do not describe what the company does).

Should a logo be self-explanatory? It is only by association with a product, a service, a business, or a corporation that a logo takes on any real meaning. A logo derives its meaning and usefulness from the quality of that which it symbolizes. If a company is second rate, the logo will eventually be perceived as second rate.

~ Paul Rand

The Toys R Us logo is displayed in a white rectangular box. The word "Toys" is in red, "R" is in blue with a white star inside, and "Us" is in green.

Design References

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