

Logo Fundamentals

- What is the purpose of the logo?
- Research
- What logo designs do competitors use?
- How is your design going to stand out from theirs?
- What colors will best represent the brand? Limit the color palette to one or two colors (no more than three).
- Are you going to create a logotype (pure typography)? /Or/ A logomark (pure icon)? /Or/ A logo (icon and type combination)?
- What makes an effective logomark?

Uniqueness: This goes without saying because each company has its own set of values, ideas and characteristics. Your logomark needs to reflect the unique essence of your organisation and align with its distinct personality.

Meaning: A great logo design tells a story and connects the mission and history of the brand in some way, shape or form. For instance, the famous Mercedes logomark, which is a three-pointed star, is a representation of vehicles on land, in the air and at sea. As Mercedes has evolved, the logo is now associated with elegance and luxury.

Memorable: The whole point of any logo is to create a brand recognition that connects the customer to your company. A logo should be the entry point to your brand while the brand itself is the 'experience'.

Flexible: Given the changing face of technology and the increasing demands from customers, your logo design needs to be adaptable. This means it should be legible in any size, work well across all media and look good in black and white.

(<http://inkbotdesign.com/logotype-vs-logomark/>)

- **Sketching (20-30)**—This step is the most important
- Apply the principles/elements of design thoughtfully, including finding or creating the most effective typography for the design
- Keep it simple
- The goal is instant brand recognition