

Checklist for Your Logo: Is Your Business Image Communicating Your Strengths?

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communications!



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Types of Logos

There are three basic types of logos, which can be used alone or combined within one design:

- Illustrative logos (a logo which clearly illustrates what your company does)
- graphic logos (a logo that includes a graphic, often an abstraction, of what your company does)
- font-based logos (a text treatment which represents your company)

Below is a list of great logo design **QUALITIES** and short descriptions as to how they work together to create a logo design that's both original and unforgettable:

Simplicity

Simply put, simplicity is one element all effective logo designs have in common. People are drawn to clean, uncluttered logo designs because they can easily absorb and recognize the symbol at a glance. Busy, crowded logos such as designs featuring many intricate details, elaborate images or pictures are distracting to the viewer and tend not to be as well recognized as cleaner designs.

Proportionality

Ideally, a logo should function as a discrete unit with a width not much greater than its height. Remember that a logo design should work well on anything from a business card to a billboard, and logos that are too long or too tall become difficult to read when they are reduced or enlarged.

Small Color Palette

It is no coincidence that 80% of the world's most widely recognized logos use either one or two colors. Truth be told, few good logo designs use more than three colors; this is because using more than three colors usually turns a logo to mud. A basic color palette of one to three colors (which may or may not include black) keeps things simple and allows the selected colors to clearly convey a mood or emotion.

Easily Legible Fonts

Creating a logo design in elaborate script fonts may look classy, but what good is a logo if nobody can read it? Your best bet is to choose a font that is distinctive but still easy to read. (FYI ? Two thirds of most logos are designed with sans serif fonts, such as Arial and Veranda, with the other one third designed in serif fonts such as Times New Roman and Garamond.)

Check Your Own Logo:

1. Shape

A distinctive logo (or icon) has a recognizable shape, so that it is still recognizable from its outline. Your brain loves to use shape to identify things, because it can do it very quickly. (**Note:** this is also the main reason why white space is important).

2. Presence

Your logo has good presence if it fills much of the available space with shapes that carry meaning (e.g. words, recognizable symbols). This makes it bolder and clearer, and hence more recognizable. The more space you fill with elements that don't either help recognition or add meaning, the less presence your logo will have.

3. Weight

Good weight means that a logo (or icon or logotype) does not rely on fine (slim or light) features in order to be recognizable. If a logo is bold, it can be effective in more environments. The best logos have a weight of presence and are recognizable when viewed alongside other strong images.

Tip: Try to use as few different colors as possible.

Tip: Avoid gratuitous 3-D effects - your logo must work without them.

4. Contrast

Contrast aids shape-recognition by making the edges between elements clearer. Good logos (and icons) have lots of contrast on the edges of meaningful visual elements.

5. Color

Color is both simple and complex. It means different things to different people in different cultures. Color is personal and universal, sending messages full of endless variations. Red is the strongest color and it does attract attention, but it is a color associated in our culture with "heat" and "stop" and "danger". Blue at its brightest is dominating and strong, but it's also associated with "ice", "calmness" and "safety". Warm Colors like Orange and Yellow are considered "comforting", "spontaneous" and "welcoming". And, Cool Colors, like green and turquoise are seen in nature, and are associated with "renewal" and "refreshment."

6. Tagline

A Tagline is a slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey. To create a memorable phrase that will sum up the tone and premise of a brand or product. It's a few words – a phrase or sentence – associated with your brand name (either company or product/service name) and logo that connotes the nature or character of your business. A tagline should be 3 to 7 words, evocative and should imply what you do and/or what you stand for. Your logo should read as a unit whether or not the tagline is used.

7. Consistency

Everything should tie together: your business card, invoice header, stationery, e-mail signature, website, mailers, display advertising, signs, point-of-purchase signs, newsletters, brochures, flyers, product catalogs, presentation materials, wearable clothes, nametags, ad specialties, annual reports—everything!