EFFECTIVE LOGO
DESIGNS FOR YOUR BRAND

Great logo design requires a complex mixture of design skills, creative theory and skillful application. Any designer worth their salt can create a fit-for-purpose logo, but truly mastering all aspects of the craft takes time.

UNDERSTAND YOUR COMPETITION

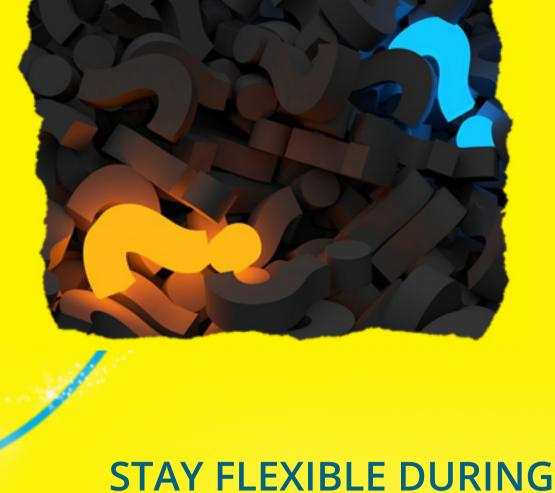Before you even start working up a logo design concept, ensure you research your target market thoroughly. Your client should be able to provide some information about their competitors to get you started.

Compare all the logos in their competitive set. This research may well reveal some entrenched branding conventions in that market sector, and that can sometimes help your process by playing on familiar visual associations.

ASK THE RIGHT QUESTIONS

Strategy is becoming an increasingly important part of the branding process. What this means in practice will often depend on the scale of the project, but it all starts with asking the right questions.

STAY FLEXIBLE DURING THE PROCESS

Once you've formulated a strategy, you don't have to set it in stone. There's a reason that Johnson banks' creative process has that extra half step: number 2.5 represents the grey area between strategy and design.

Some conceptual, strategic ideas that work in theory may fall apart in practice when visualised; conversely, a compelling visual solution that emerges from left-field during the design stage can feed back into stage two and help evolve the strategy retrospectively.

RESPECT A BRAND'S HERITAGE

Widely heralded as a trend in 2016, the so-called 'retro branding' movement was kicked off by North's much-lauded rebrand of Co-op, which reinvigorated its original 1960's mark and won one of CA's coveted Brand Impact Awards in the process.

Where genuine heritage and untapped potential exists in a mark, avoid throwing the baby out with the bath water and consider bringing it to the fore.

COLOR IS VITALLY IMPORTANT

One of the most important considerations for logo design is the color palette. This is not a superficial decision, color carries meanings and communicates ideas.

Sometimes you're pegged to the colors of a brand, but other times you'll have the freedom to explore.

The colors here grab you and pull you in, they bring life to the illustration and give further context to the shape of the landscape. That being said, remember that a good logo is versatile and will still function well in grayscale.

EVERYBODY LOVES CUSTOM TYPE

While we're on the subject of being unique, there's almost nothing that can give your logo a unique feel quite like some awesome custom lettering.

Too often we see logo design as simply a trip to the font menu to see which typeface makes the company name look best. If someone is paying you to "design" their logo, they probably expect you to put a little more effort into it.

WHEN DESIGNING A LOGO MAKE SURE IT'S SIMPLE

There are a million ways I can tell you this, but, again, let's keep it simple: Be simple!

Point is, that a logo is not exactly a testing ground for your illustration and typography skills. It is more a test of your design insight and presentation sense. Let us look at the logo of Nike for that matter.

Most of the time, the logo doesn't even require a caption or the brand's name. But we know it is Nike the moment we look at it! They can use it on sign boards and pamphlets, and even stop using their brand name altogether, we still will not be confused about the brand's identity. That's simplicity for you!

MAKE YOUR LOGO DESIGN APPEAL TO DIFFERENT AUDIENCES

Be it design, art or even writing, flexibility and adaptability go a long way in helping you succeed. To put it in other words, one needs to be dynamic and not static. Being rigid in logo design only leads to no scope for improvement and/or innovation, and when innovation dies, the design also dies.

A logo has to be dynamic. This does not mean that it has to change every week, but it should have a flexible approach. Companies expect their logo to appeal to a diverse spectrum of users. With such diversity, the audience is bound to have different types of tastes and preferences. A rigid logo means if you have it, you hate it! That does not work in design.

DON'T COPY, INSPIRE – DESIGN A UNIQUE LOGO

This is one of those oft-said but rarely followed tips. How does a logo rise to prominence as a brand's identity? Simple! By being uniquely identifiable.

Again, let us turn to Apple's logo. To put things into perspective, here is a simple, perfectly awesome, good to eat, chemical-free and absolutely healthy apple for you.