

10 Tips for Designing Logos That Don't Suck

Review Name _____ Period _____

1. 1. Use a Visual Double Entendre- What does this mean? From your notes please

visual double entendre, which is an overly fancy way to say that it has two pictures wrapped into one through clever interpretation of a concept or idea.

2. Color is Vitally Important- According to the article, why is color 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.

remember that a good logo is versatile and will still function well in grayscale:

3. 4. Make it Ownable- HOW do you make it OWNABLE?

don't believe that "ownable" is a real word, but you nevertheless hear it quite a bit in marketing (marketers love to make up words).

Rather than following the herd and using a cliché design, you should instead strive for something that is uniquely recognizable.

4. 5. Everybody Loves Custom Type- What does this mean according to the article?

there's almost nothing that can give your logo a unique feel quite like some awesome custom lettering.

Custom type helps ensure that your unique logo will stay that way. Lowlife designers will rip off your work in a heartbeat if they discover which typeface you're using,

5. Passive vs. Active— What does this mean according to the article?

One interesting facet of logo design that I've been considering a lot lately is the concept of instilling motion or a sense of activity into a logo. This isn't always appropriate (such as with the Apple logo), but sometimes it can really give a logo the boost it needs, both from a visual and conceptual standpoint.

Get started with logo design: 10-step guide-Article

6. Establish your own design process- What are the suggested steps for designing a logo?

Every designer has his or her own process, and it is rarely linear, but in general this is how the **branding process** is completed, which can be used as a guide to establish your own.

Design brief. Conduct a questionnaire or interview with the client to get the design brief.

Research. Conduct research focused on the industry itself, its history, and its competitors.

Reference. Conduct research into logo designs that have been successful and current styles and trends that are related to the design brief.

Sketching and conceptualising. Develop the logo design concepts around the brief and research.

Reflection. Take breaks throughout the design process. This allows your ideas to mature and lets you get renewed enthusiasm. Receive feedback.

Presentation. Choose to present only a select few logos to the client or a whole collection. Get feedback and repeat until completed.

7. Avoid the clichés- What does this mean according to the article?

Light bulbs for 'ideas', speech bubbles for 'discussion', globes for 'international', etc. These ideas are often the first things to pop into one's head when brainstorming, and for the same reason should be the first ideas discarded. How is your design going to be unique when so many other logos feature the same idea? Stay clear of these visual clichés and come up with an original idea and

8. Deliver the correct files- What does the article say about the correct files?

You should give your client five high-quality files per logo variation - this means providing a spot-colour file, a pure CMYK file, a pure black file, a pure white knockout file and a RGB file. As a guide, these should generally be in EPS, TIFF (1500x1500 at 300DPI), and JPEG/PNG (800x800 at 72DPI) formats. You could also provide a favicon too.