

LOGO DESIGN

Logos are considered to be the face of your business. They are often at the forefront of leaving a first impression. Investing in a quality logo design is a key part of building your brand identity.

Just as people learn to put a face to your name, your audience learns your business name and come to recognize your logo as it's face. Also, just like meeting people for the first time, when you introduce your business to the world you're going to want to make a good first impression.

Your logo is a means to create an attachment to your potential clients & customers. It should be a memorable mark that is also attractive in all the right ways.

THE BEST LOGOS ARE SIMPLE

A good logo will represent the industry you're in, the overall style and personality of your product or service and the quality of what you offer as a business. It's very important for a good logo to be three things; **simple, appropriate, and distinctive.**

Simplicity ensures that your logo is quickly recognizable at any size and easy to reproduce in a variety of applications. (i.e. - signage, embroidery, premium vinyl, rubber stamp, etc).

Using appropriate imagery for your logo makes it easy for your audience to relate it to your business. For example, if you wanted your company to be known for high energy, a fast pace and big fun, it wouldn't be appropriate to use a gray rock as the focal point of your logo, as it is not energetic nor fun.

Making sure your logo is distinctive ensures that it stands out among your competitors. It also helps to make a lasting impression in the minds of your audience. If it's too typical or common, it can be easily forgotten or even confused for other similar businesses.

4 TYPES OF LOGO

1. Letter-mark

A letter-mark logo is typography designed around the company or brand's initials. Examples include HBO, CNN, HP... etc.

If your company's name is a bit long, it's a good idea to consider using a letter-mark. If you often refer to your own business name by it's initials because it's simply easier, then a letter-mark is quite appropriate. In addition, they remain clear and legible when scaled down to appear in print or digital at a size of one inch or smaller.

If your company's name is too important to not spell it out, creating a combination mark (which we'll talk about later) can solve that problem. The name can be written out as small as necessary under the letter-mark.



2. Word-mark

In the same vein, word-marks are typography designs based on the name of the business or brand. This is often the most logical approach, which is why a lot of well-known companies choose word-marks such as Google, Disney, and Coca-Cola, to name a few. Word-marks are an effective way of making your logo stand out as distinctive, if you have an especially unique or quirky business name.



3. Brand-mark

In contrast to the first two types of logo, a brand-mark focuses heavily on a picture or symbol. Apple's apple, Nike's swoosh and Twitter's bird are all examples of iconic brand-marks.

Like those well know brands, their marks have become universally recognized around the world, even without their business names being present. Brand-marks are great for doubling as digital icons and marking products. They're also great at communicating the thematic and metaphorical concepts and qualities of your company.

Your brand-mark might look great and represent your company perfectly, but until your marketing strategy generates mass notoriety, your company's name should accompany the mark.



4. Combination Mark

The combination mark uses a brand-mark alongside a word-mark or letter-mark. This is probably the most commonly used type of logo. It's a great way to inform your audience of who you are, accompanied by a symbol that can grow to speak for itself like the brand-mark. Well-known examples include Adidas, Mastercard, and Chanel.

Arguably the best of both worlds, the combination mark offers double the value. You combine the informative value of your business name and thematic value of a picture. This makes combination marks ideal for new and established brands alike. Ultimately, the goal would be to have the option to use either the brand-mark or word-mark/letter-mark independently wherever it makes sense, without losing value or recognizability.



Now that we've covered a basic understanding of a logo's function and the most common types of logos, we'll address how it applies to your business identity. Think of your logo as the foundation upon which the rest of your business identity will be built. This is why it's so important to approach your logo design with care and consideration. It truly is an investment in your company's big picture.