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CHANGEMAKERS:

Building Your Personal Brand for Sustainable Employment

Logo Design



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Logo Design

Introduction

- What is a logo?
- Design Ideas to Follow For Good Logos
- The Golden Ratio
- The Rule Of Thirds
- Examples of Good Logo Design
- Examples of Bad Logo Design
- Exercise: Designing Logos



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Logo Design

What is a Logo?



What is a logo?

In a nutshell, a logo is a mark **made up of text and images** that is adopted by an organization to **identify** its offering.

Ideally, a logo will **present a brand to an audience** while also differentiating it from the competition.

It will be packed with **meaning** and perfectly **communicate** the industry, services, demographic and values of a company so that consumers can speedily decide if it's for them.



What is a logo?

A good logo **tells the story of your brand** using design elements such as:

- Colour
- Fonts
- Imagery
- Shapes

It will be **easy to distinguish against competitors** and have an **impact** wherever it's seen.

A good logo is also **translatable across every medium** and is **clearly distinguishable** whether it's on a business card or an Instagram logo.



What is a logo?

Even though we all have our personal tastes there are **objective measures** by which a logo can be judged.

According to Melbourne-based brand designer **Tamarin Morley**, a **solid concept** is key.

*“It can be as pretty as you like, but if it **doesn’t mean anything and doesn’t communicate anything**, then it’s not going to be a good logo. It needs to be effective at communicating the brand—its **purpose and personality**—and it needs to do that in a very **simple, clear way**. It also needs to be **memorable and recognizable**.”*



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Design Ideas to Follow for Good Logos



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Design Ideas for Good Logo Design

The basic ingredients that make up a logo are:





Design Ideas to Follow for Good Logos

When it comes to logo design ideas it should always start with **strategy**. This includes a deep dive into the business, which will mean a **lot of research** into:

- Purpose
- Personality
- What the brand offers
- Points of Difference



Design Ideas to Follow for Good Logos

Tamarin Morley says:

“I wouldn’t even start a branding project until I’d got a very solid understanding of all of those things.

*It’s pointless trying to work out what you want something to look like until you **understand what the point of it is**. Once you’ve got a good understanding of that side of things, then you’ll start mood-boarding.”*



Design Ideas to Follow for Good Logos

- **Make it Simple**

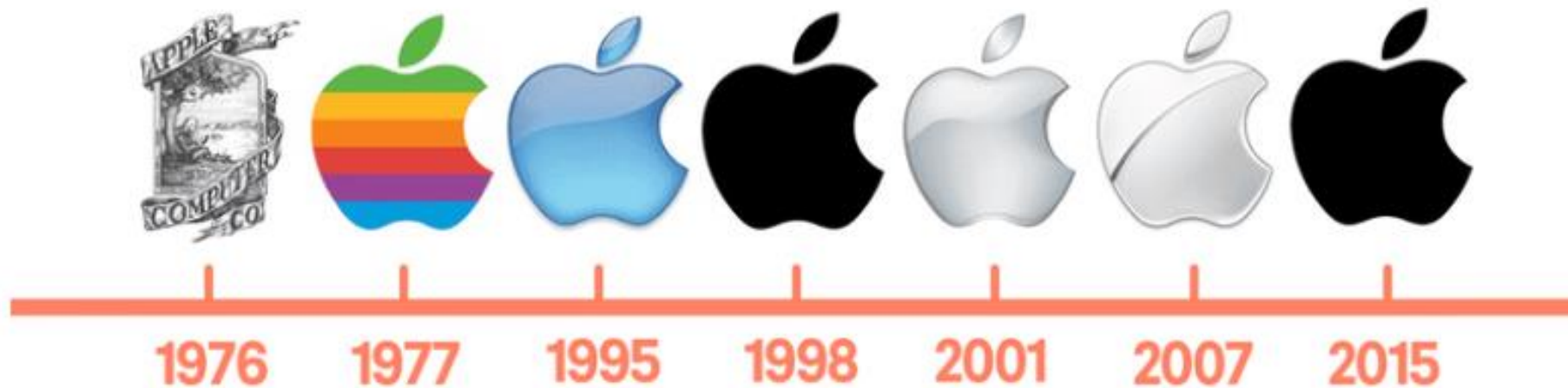
Simplicity is king when it comes to cutting through, so now is not the time for fiddly bits according to Morley:

“Something that’s bold and simple is going to be far more memorable and recognizable than something that’s got an awful lot of detail. The detail can come in the visual language and be expanded out in other applications, but the mark itself does need to be simple. It doesn’t have to be super simple, but it has to be something that translates from large-format signage to a tiny little digital icon.”



Design Ideas to Follow for Good Logos

- **Make it Simple: Apple example**



Apple / 99designs



Design Ideas to Follow for Good Logos

- Design for an audience

Every brand will have its **target audience** and you'll want to **consider its defining features**, which might include:

- Gender
- Age
- Location
- Income
- Occupation



Design Ideas to Follow for Good Logos

- Design for an audience

You'll want to do your market research but **don't let industry norms restrict you.**

Morley states:

*“Rules are there to be broken. You’ve got the fundamentals but they’re well and truly worn and **people get sick of them.** There’s a lot of really great branding that has quite a **naïve approach** that is very much aimed at a higher-end adult audience, it’s all in the way it’s executed.”*



Design Ideas to Follow for Good Logos

- **Make it memorable**

With thousands of new start-ups launching each year, **creating a logo that stands out from the crowd** is a challenge.

Steer well clear of motifs and symbols that appear in **generic-looking designs**, such as globes, cityscapes and ‘V’ shape representations of people.



You might be tempted to buy a "ready-made" generic logo you found at an online logo store.

After all, it costs only \$99 and you can personalize it with your business name.

Don't do it.



Design Ideas to Follow for Good Logos

- **Make it timeless**

Another challenge of logo design is achieving a **modern yet timeless look**, according to Morley:

*“Everything changes so quickly these days that something can become incredibly fashionable and incredibly unfashionable in no time at all. **Avoid anything that’s super trendy** because by the time you’ve finished the branding project, it’s probably out of fashion. Logos that are **purely typographic** can look very classy and timeless, and are unlikely to become kitsch or unfashionable because they’re so simple.”*





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Design Ideas to Follow for Good Logos

- **Make it timeless**

Coca-Cola's red cursive script logo has remained fundamentally unchanged since **1885**.





Design Ideas to Follow for Good Logos

- **Make it versatile and scalable**

Your logo might look great on a computer screen, but how will it hold up on a pen, paper print-out or 10-foot billboard?

Tamarin Morley suggests **mocking a design up** across a range of applications.

“You’ll need something that works on a tiny little digital graphic scale as well as it does on the side of a building. It should also be easily adaptable to different formats – long and horizontal for a web banner, for example – so you get that versatility of format as well as size.”



Design Ideas to Follow for Good Logos

- **Make it versatile and scalable**

Tamarin Morley states that **colour** is another area where logos can get lost in translation.

“A lot of people design with just RGB in really bright color and then go to print it and it looks flat and horrible. Make sure that you understand the difference between RGB, CMYK and Pantone, and how things are going to translate between digital and print.”



Design Ideas to Follow for Good Logos

- **Make it versatile and scalable**

The new **Slack** logo is more versatile than its former 18° angled icon.



2013-2019



2019-PRESENT



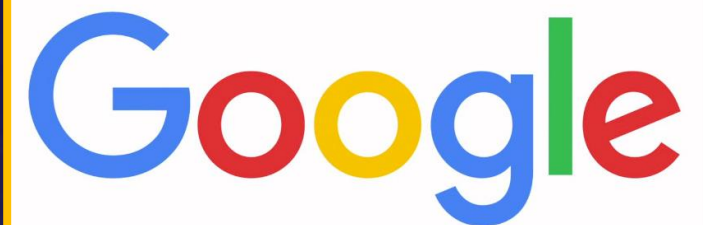
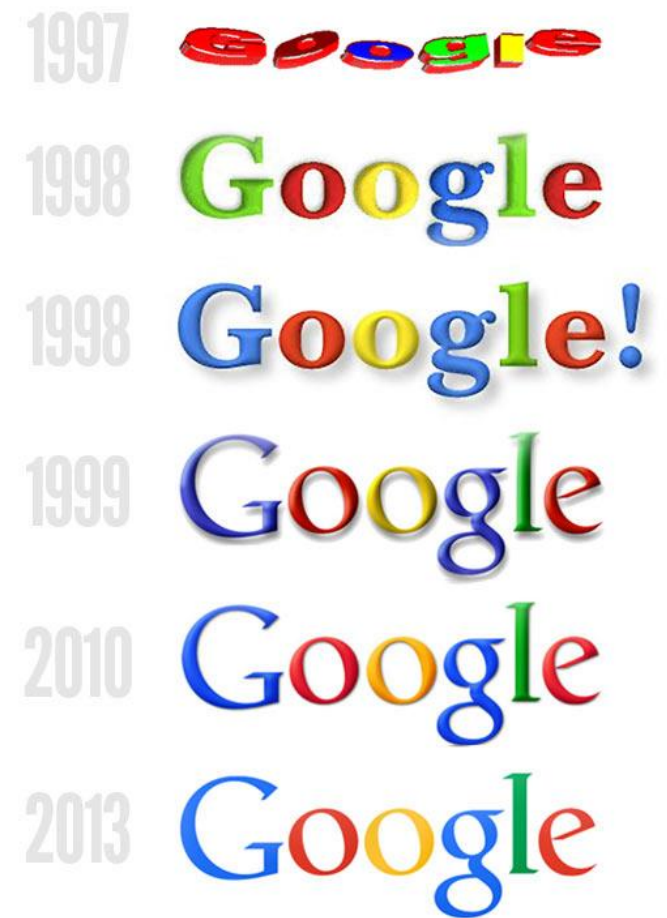
Design Ideas to Follow for Good Logos

- Use a quality typeface

Google made the switch from serif to sans serif.

Whether it's a classic serif, crisp sans serif or flowing script, the font (or fonts) used in a logo say a lot about the **brand it represents**.

In a perfect world we'd all be able to make an entirely custom typeface from scratch, but there's no shame in sprucing up an existing one.





Design Ideas to Follow for Good Logos

- Use a quality typeface

Tamarin Morley states:

“Even if you just take a typeface and just change it up a bit so there’s a little quirk in it that makes it unique, it individualises it.”

I think that goes a long way to making something that’s just a word into a brand mark.”





Design Ideas to Follow for Good Logos

- Be Strategic with Colour

Different **colours** evoke different **emotions**, and it's no coincidence that the most common colours used in the logos of famous brands are **blue** (thought to evoke feelings of calm, stability and trust) and **red** (energy, passion and action).

Ninety-five percent of brands **use no more than two colors** in their logos, and it's widely believed that a signature colour can boost brand recognition by 80 per cent.



Design Ideas to Follow for Good Logos

- **Be Strategic with Colour**

Colour can be used in a number of ways, according to Morley.

“I would say generally keep it pretty minimal with colour. You probably want to have a hero color, but I don’t think there are any hard-and-fast rules here.”





Design Ideas to Follow for Good Logos

- **Be Strategic with Colour**

Colour can be used in a number of ways, according to Morley.

“I’ve seen some amazing marks that have a rainbow spectrum of colors and they look amazing. Most of the time this would look terrible, but if it’s executed well it can look fantastic.”





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Design Ideas to Follow for Good Logos

- Be Strategic with Colour

Red is a **common but powerful** choice for logos.





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Design Ideas to Follow for Good Logos

- It should look great in black and white

The importance of **colour is a key factor**, but a logo should **never entirely rely** on its hue. When a logo is paired with others in scenarios such as sponsorship, it will often appear in **monochrome**.

“There are so many occasions where a brand’s mark will appear in black and white. A logo needs to work either in **greyscale** or **black and white**.”





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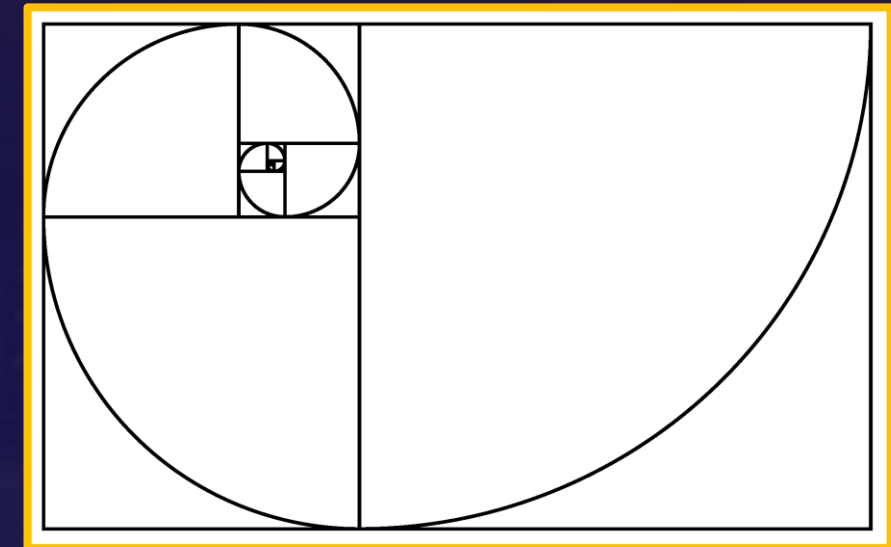
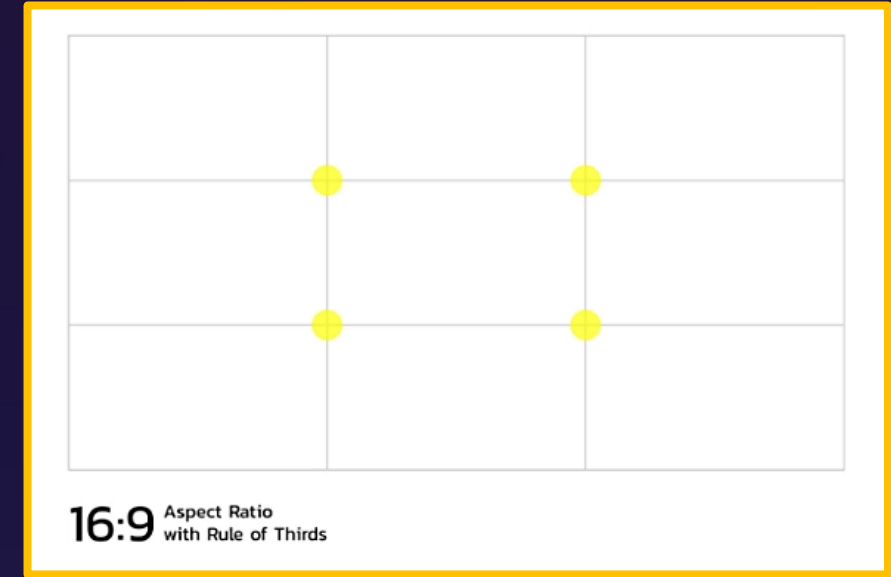
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Design Ideas to Follow for Good Logos

- **Make it balanced**

Humans are geared to **recognize balanced images** as beautiful.

There are some tried-and-tested design 'rules' (the **golden ratio**, the **rule of thirds**) that may help in laying out a logo.





Design Ideas to Follow for Good Logos

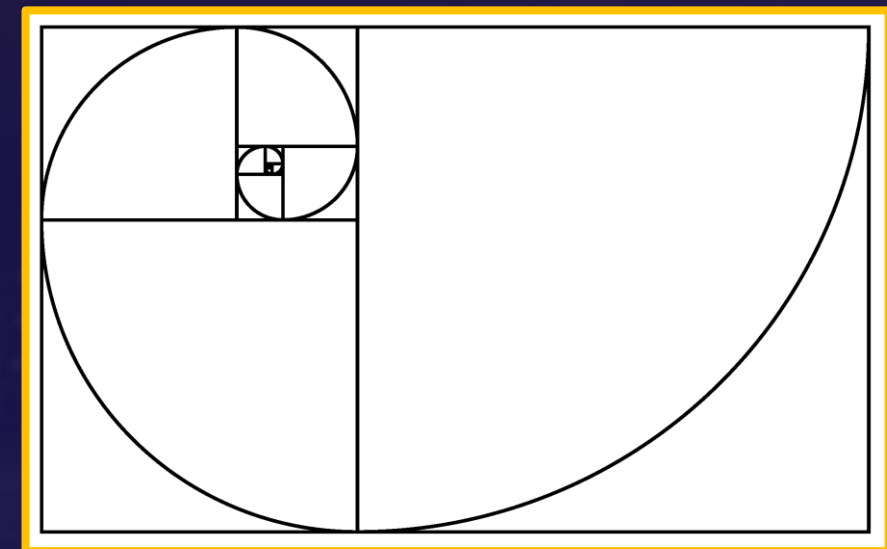
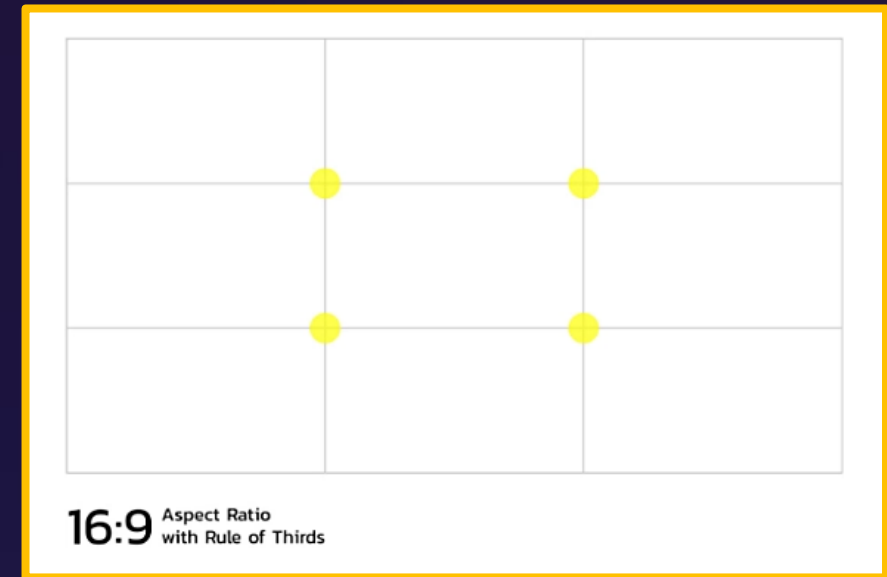
- **Make it balanced**

That said, mathematical balance is not the same as **optical balance**. Adjustments should be made according to your **eye**.

According to Tamarin Morley:

“It’s not like a logo needs to be even or symmetrical or anything like that. It just visually works. Something that’s happening in one place should be offset and anchored in another place.”

[1]





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Logo Design

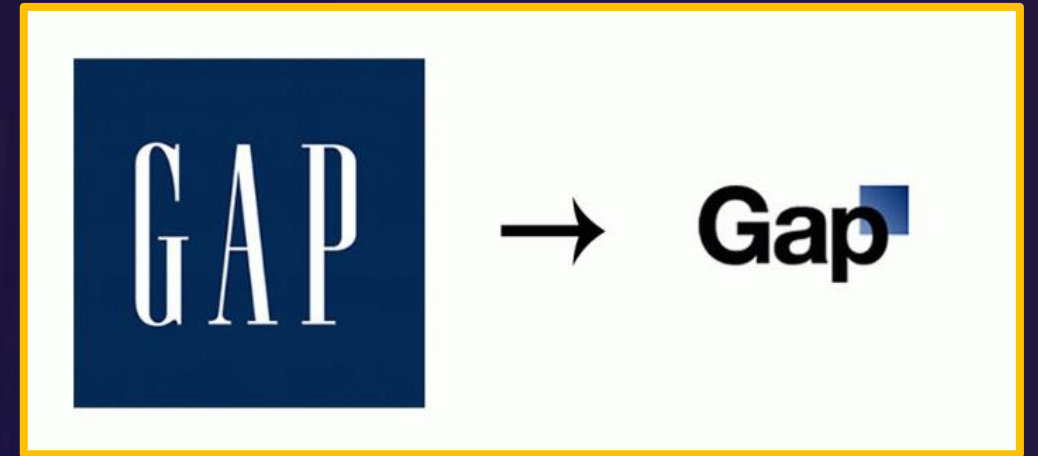
Design Ideas to Follow for Good Logos

- Stay on-brand

Above all, every single design decision you make needs to **align with the story and spirit** of the business a logo represents.

Morley suggests **asking these questions** of a logo:

- Does it express the brand **strategy**?
- Does it ring true to the **brand personality** and **purpose**?





Design Ideas to Follow for Good Logos

- Stay on-brand

She also recommends **showing it to a handful of people** in the relevant **target audience**.

*“See how they **respond** to it. See if it **appeals** to them. See if they feel that it’s **telling the story that you think it’s telling and achieving what you think it’s achieving**.”*



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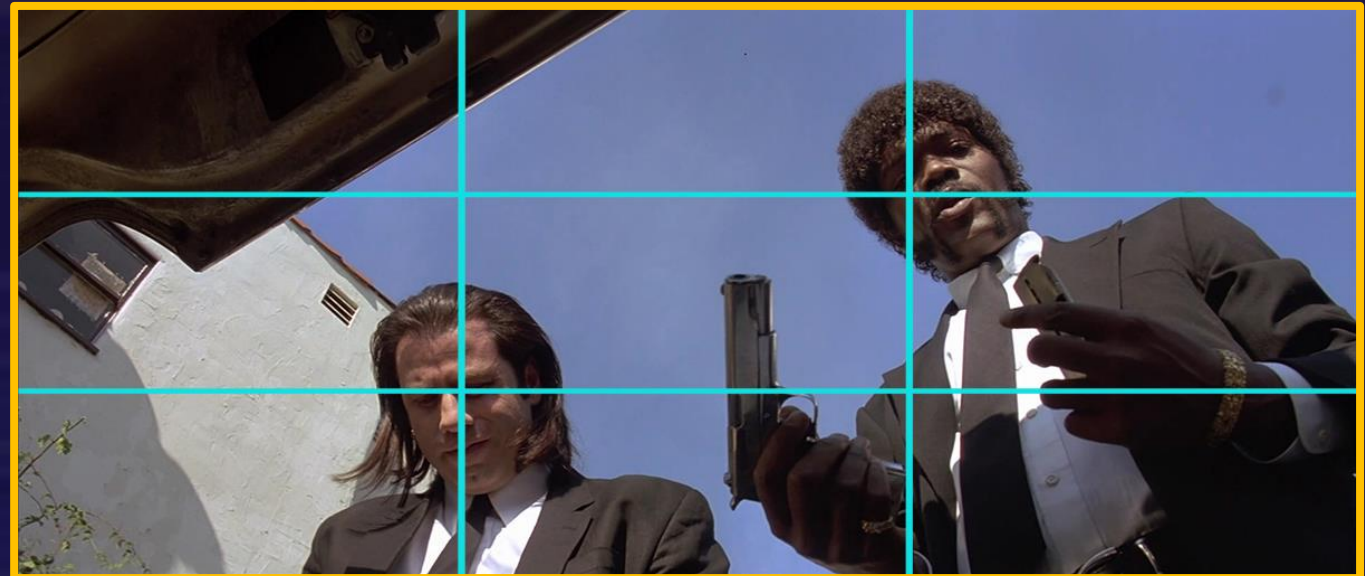
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The Rule of Thirds



Rule of Thirds

In photography, the **rule of thirds** is one of the most important composition guidelines for framing your images. When shooting and editing, it can improve your final creations.

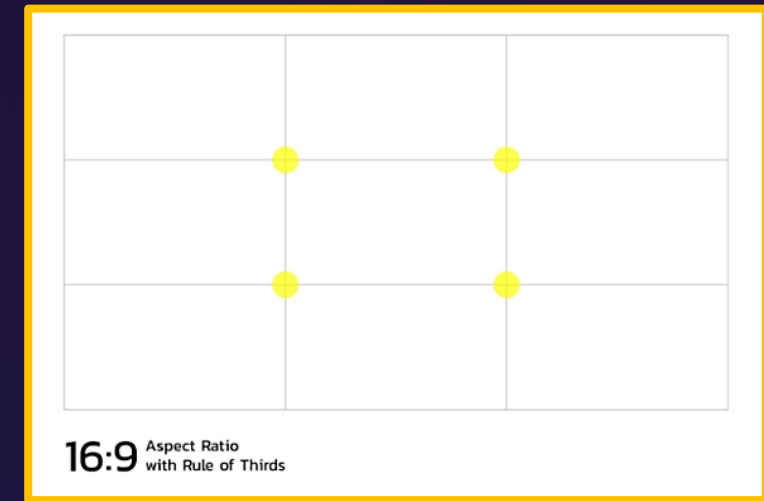




Rule of Thirds

The rule of thirds in photography is a guideline that **places the subject in the left or right third of an image**, leaving the other two thirds more open.

It divides a photo into **nine equal parts**, split by two equally spaced horizontal and vertical lines.

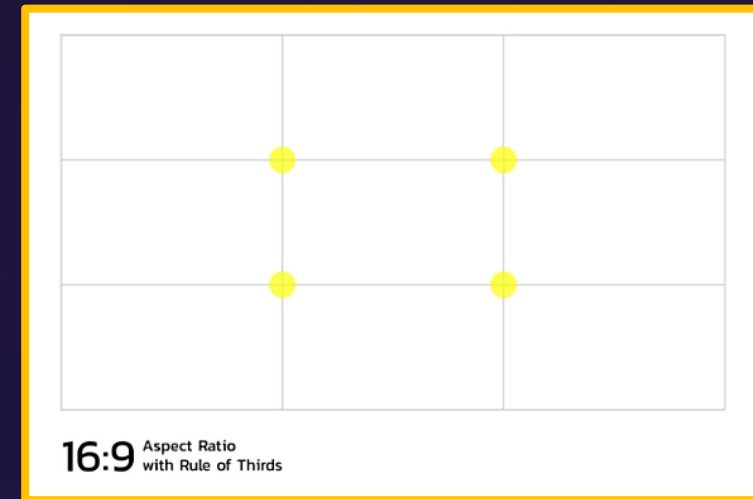




Rule of Thirds

When your image includes **natural straight lines** – such as a landscape or tree – placing them along one of the four grid lines creates a simple and effective composition. Otherwise, the most important elements should be placed at one of the **four intersection points** of these lines, as shown to the right.

Repetitive, practical use of the rule of thirds is the best way to understand it and **hone your skills**. Eventually, the grid lines and their intersecting points ingrain themselves in your brain.





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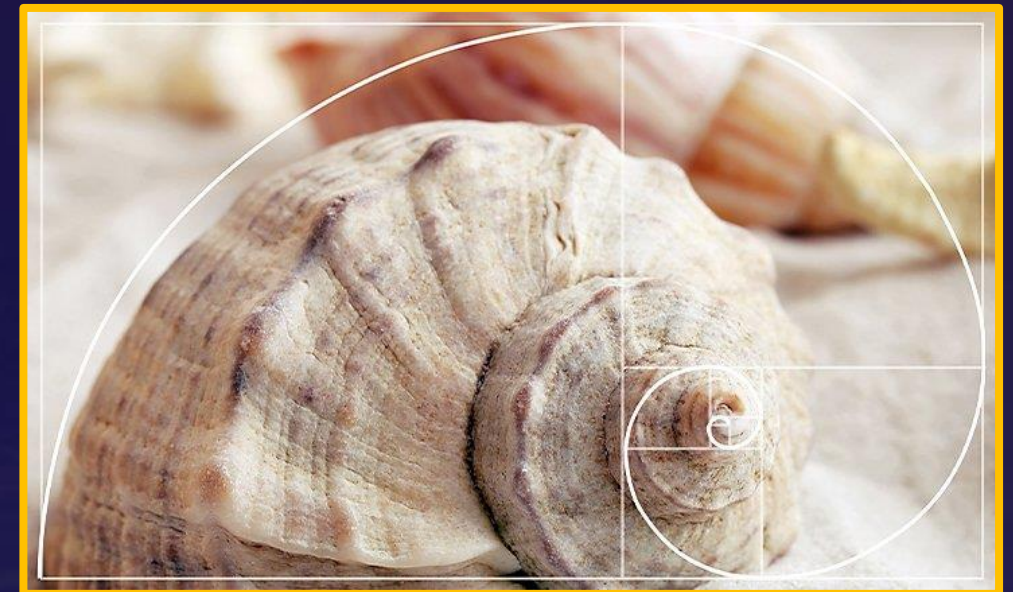
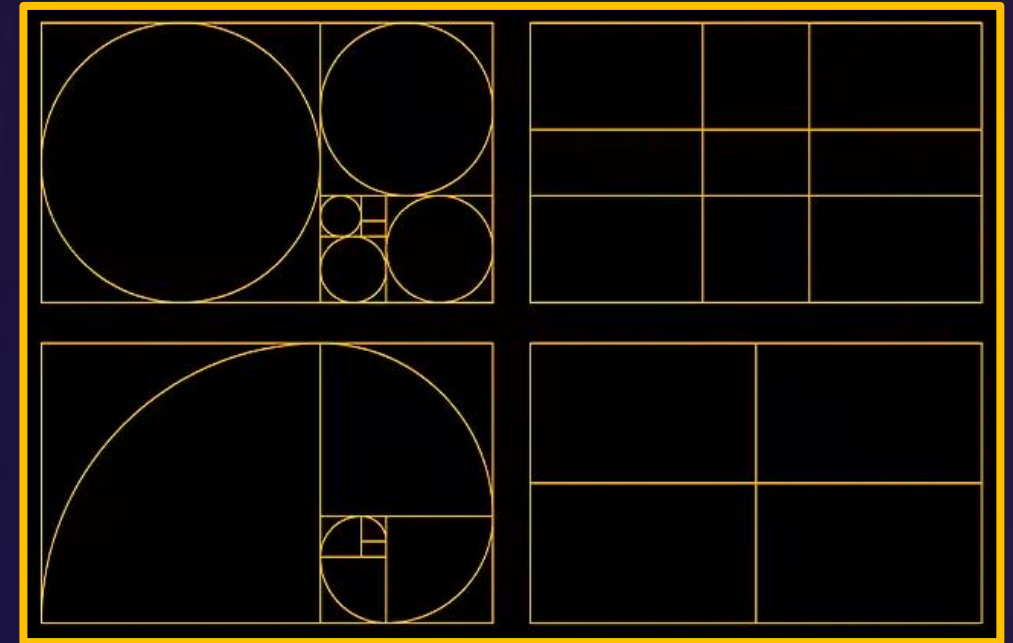
The Golden Ratio



The Golden Ratio

Golden ratio enthusiasts argue that the golden ratio is aesthetically pleasing because it's **common in the natural world**.

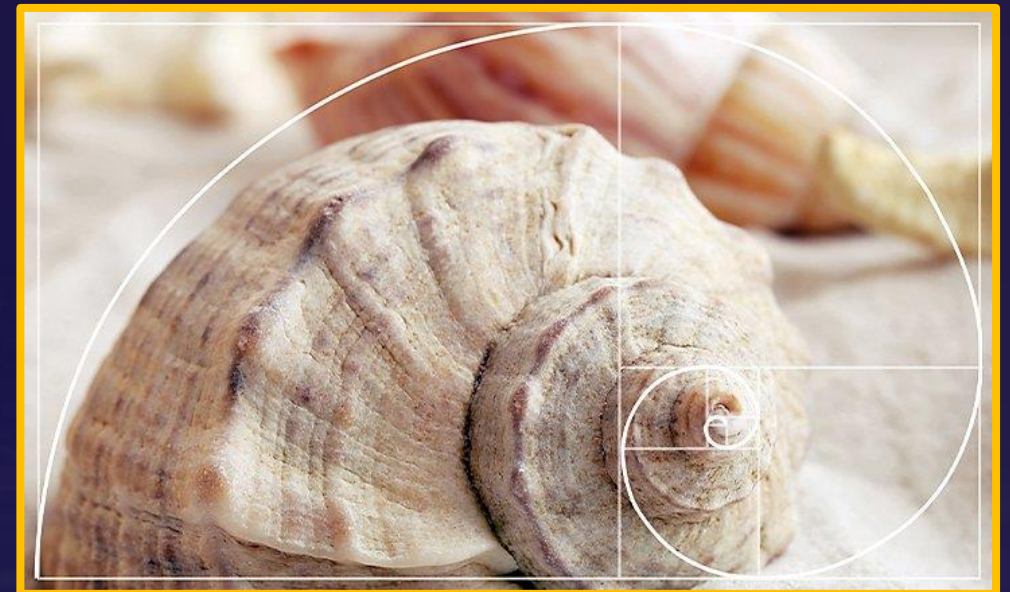
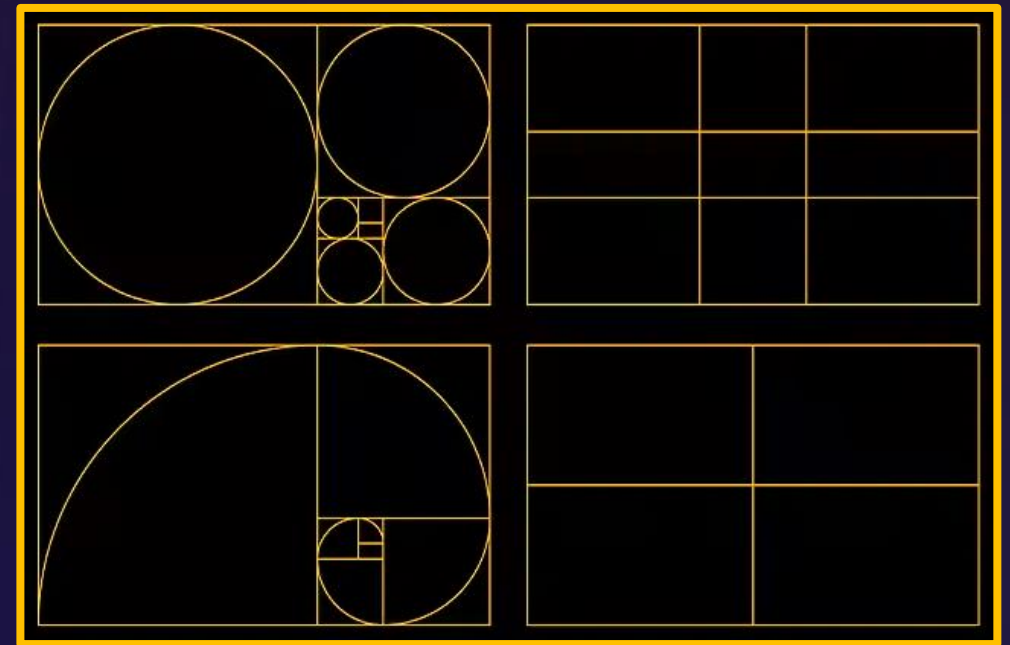
The proportions of nautilus shells and human bodies are **examples of the golden ratio** in nature, but these tend to vary greatly from one individual to the next.





The Golden Ratio

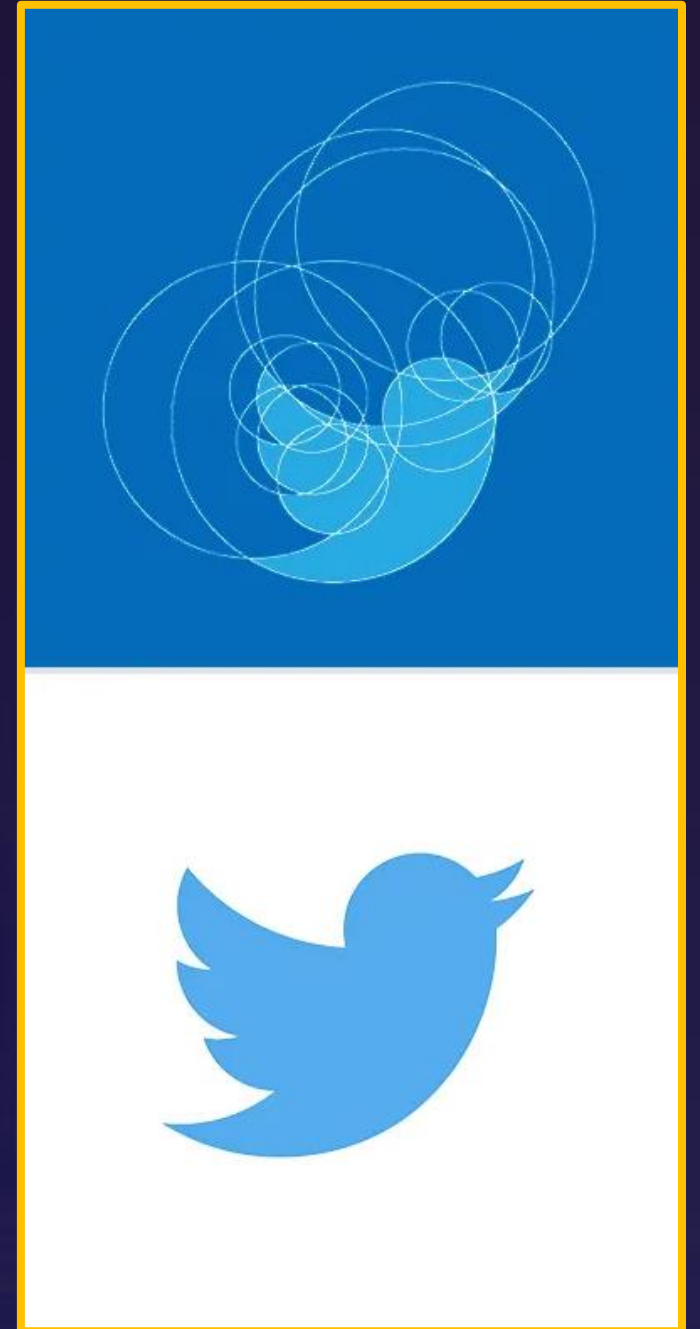
There's **no evidence that use of the golden ratio is better than use of other proportions**, but artists and designers are always in the business of creating balance, order and interesting composition for their work.





The Golden Ratio

Twitter's logo was designed using the **golden ratio**.





How To Use The Golden Ratio

Aesthetics and design **don't adhere to strict mathematical laws.**

You can create a **poor design** that still **conforms to the golden ratio**, but you can use the golden ratio to **inform your composition**, to help you to avoid clutter and create an **orderly and balanced** design.

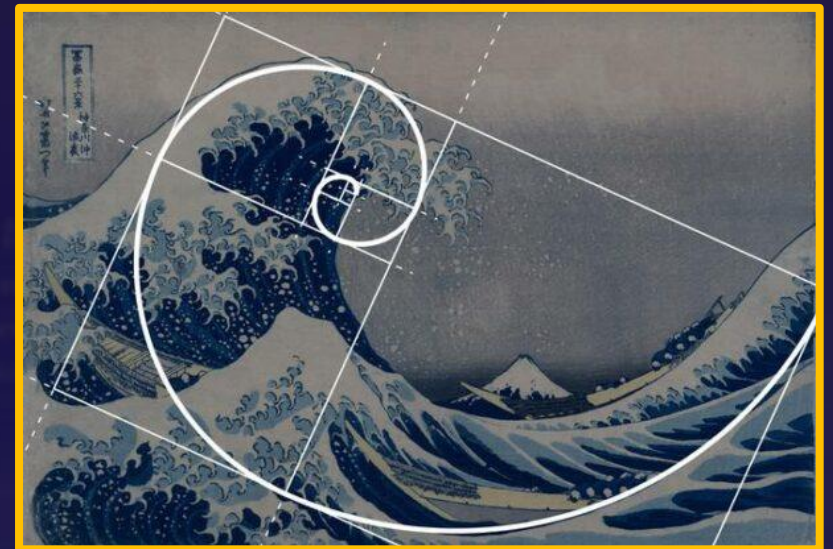
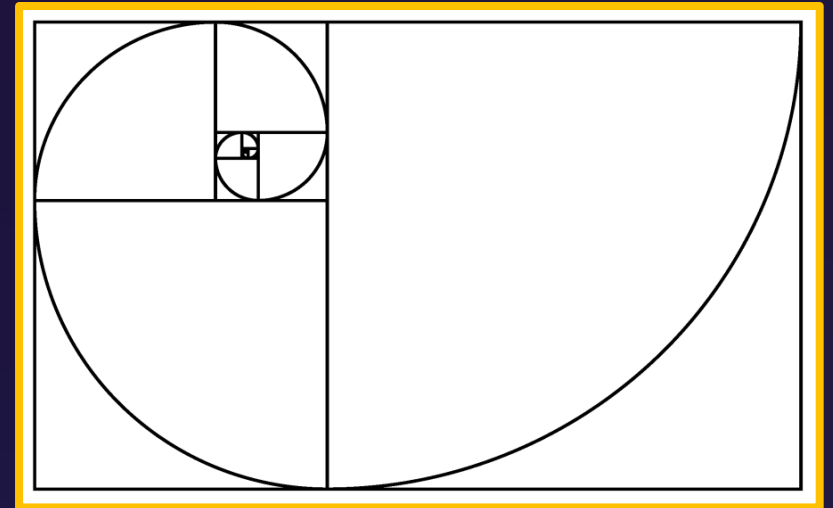
You can use the golden ratio to **help guide you.**



How To Use The Golden Ratio

The golden ratio can work a bit like the **rule of thirds**: It can be a compositional convention or guide, but **not a hard-and-fast regulation** about how you should structure your work.

Ultimately, **spacing is important** and any kind of guideline is helpful.

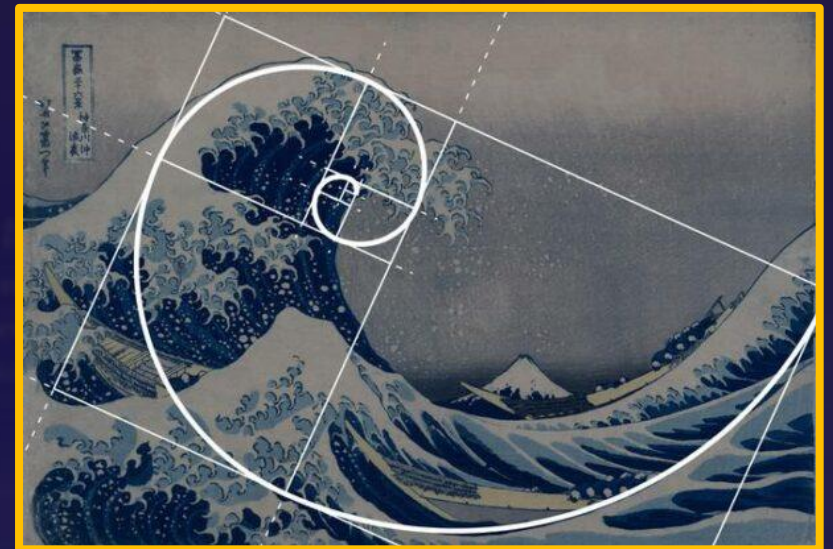
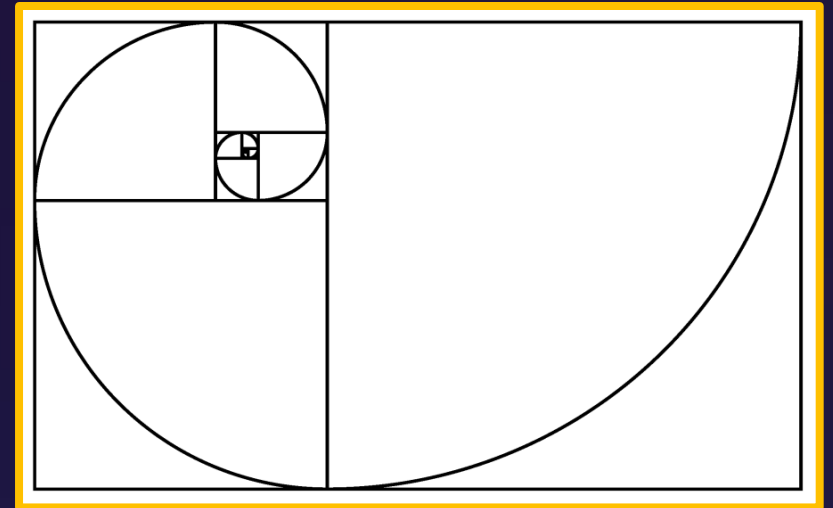




How To Use The Golden Ratio

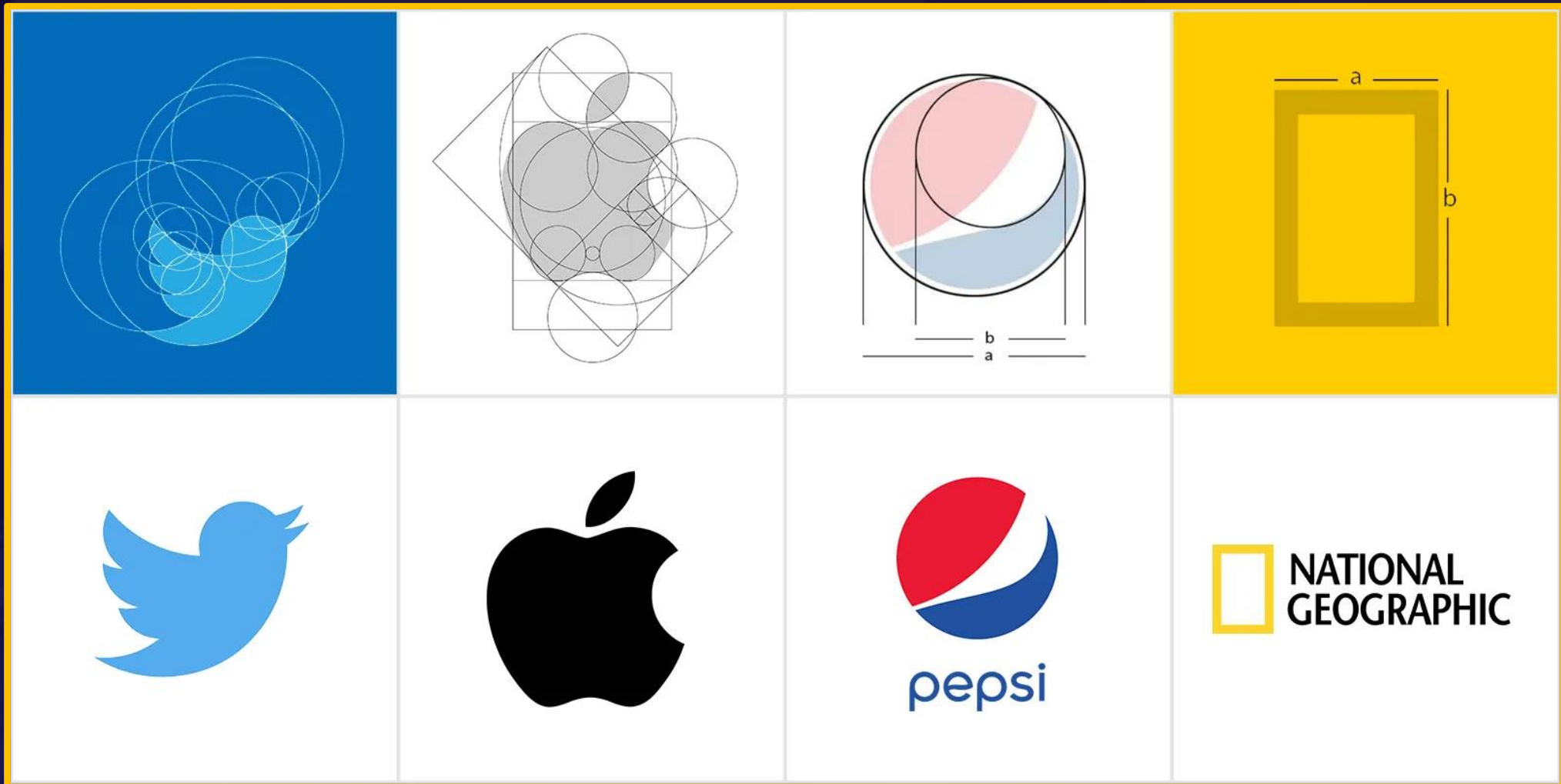
If you just centre every image or arrange text as a single unjustified block, you risk **alienating** your reader, viewer or user.

You can use the golden ratio as a **guideline** for your work to make sure things are **nicely spaced out** and **well composed**.





The Golden Ratio: Logo Examples





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Examples of Good logo Design



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Examples of Good Logo Design

The following online articles cover examples of good design implementation:

Invision

[Logo Inspiration: 10 Examples of Great Logo Design](#)

Visme

[40 Creative and Memorable Logo Designs to Inspire You](#)



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Logo Design

Examples of Bad Logo Design



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Examples of Bad Logo Design

The following online articles cover examples of poor design implementation:

1stWebDesigner

[Bad Logos: 35 of the Worst Logo Designs Ever Created](#)

99 Designs

[Bad Logo Design: How To Recognise it and Avoid it](#)



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Examples of Bad Logo Design





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Any Questions?



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Exercise: Logo Design



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Activity: Logo Design Exercise

Consider what has been covered in this session and **apply these design principles** to a short practical design exercise.

Pick a company from the list supplied and **come up with some design proposals** that you feel might help communicate a particular brand with impact, purpose and identity.

You can do this using **either digital or traditional media**.



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