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Business **ADVICE**
TRAINING EVENTS
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How to make your own business logo?



What is a Logo?

In summary, a logo is a symbol consisting of text or icons to identify a business.

Whilst the saying goes, 'never judge a book by its cover', it is fair to say most of us do, which is why having good logo to represent your brand or business is a key element in attracting new customers/clients.

In the next few pages, we will briefly discuss how you as a new business can save money by creating one yourself.



What is the Identity of Your Business?

Before designing a logo, it is important that you establish the identity of your business. How do you want to appear as a business to customers? Formal, modern, fun, etc? What do you deliver as a business and what makes you special? It's also important to research other companies/brands in your industry to get a sense of what your logo should look similar to in terms of design to appeal to your audience.

For example, if you own a bakery that specialises in desserts, research other bakeries that may be similar to your niche and take notes on their logo design. As you make desserts, your logo may want to include symbolism of cakes or any other confectionary.



Designing a Logo

So now you've established your identity but how do you put your ideas into fruition? Before designing a logo straight away, it is important to sketch your ideas on a piece of paper to determine what ideas work and what don't. This is usually standard practice in the graphic design industry.

Taking your ideas to a digital format, you will need the right software to produce a logo. The software you should be using has to be vector based for high quality logos. Vector based files essentially use mathematical formulae to be expanded to any size whilst maintaining quality without pixelating.

Graphic designers in the industry usually produce work in software such as Adobe Illustrator, however software like Adobe is costly and requires an in-depth knowledge of how to operate it. Albeit, there are free and more user-friendly tools available to use such as Inkscape or Vectr.

To further save you time, there are other online platforms that are more autonomous in the process of creating a logo. For example, Canva Logo Maker, Hatchful, DesignEvo or LogoMakr. (Please make sure to check these platforms' pricing plans before signing up for anything). Deciding on fonts for your logo is also important and may be integrated into the entirety of your business's branding. We recommend searching for fonts on websites such as Font Squirrel, DaFont or sites such as Creativefabrica where you can pay monthly to get access to a wide range of fonts to use for your business. Note, you will need to check the licensing of each font as some only allow for personal use rather than commercial.

Whilst we encourage you to design your own logo in order to be cost effective, it is important to remember that a professional graphic designer may be able to save you a lot of time and create something you are really proud to show off.



Need some more help with your business?

Talk to our team at 121@menta.org.uk

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