BRAND DESIGN

LOGO DESIGN

"A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is."

Scott Cook

BRAND
LOGO

Notes:

7 Types of Brand Logos

1 Wordmark

A wordmark is considered one of the more basic logo types.

It is literally a brand name displayed in a highly stylized and distinctive typeface.

It should be easy to read and instantly understood.

When designing a wordmark, be sure to choose a typeface that supports a brands personality, and pay close attention to the fonts character dimension and kerning.

Just because this type of logo is a simple representation of a brand, doesn't mean you can't be creative with it.

Use contrasting colors, and add subtle graphics elements with the text.

For example, whether you've noticed it before or not, the FedEx wordmark includes an arrow in the whitespace between the E and X, implying forward motion.

FedEx

Wordmark Examples:

Coca-Cola   NASA   Google

facebook   Cartier

2 Lettermark

These types of logos are even simpler and more minimalist than wordmarks.

These logos are typically the first letter, or letters of the brand name displayed in a highly stylized graphic format.

Examples of lettermark logos are Yahoo, H&M, UFC, IBM, HP, McDonalds, and CNN.

This type of logo can be a great way to reduce a brand's name to something more memorable, and are easier to use for reduced purposes like app icons and social media.

However, lettermarks may lack expression and aren't very descriptive, so you may be limiting a brand recognition and clarity.

Typically, brands will switch to a lettermark option after they have become well established in the marketplace.

Lettermark Examples:

3 Pictorial Mark

These are simple and unique graphical representations of the brand.

Oftentimes, they feature an easily recognizable image, but sometimes they are a shape that may not even relate to the brands products or services.

The goal in creating a pictorial mark, is to design the simplest form possible, and make effective use of whitespace.

Less is always more when designing a pictorial mark.

Pictorial Mark Examples:

Notes:

4 Combination Mark

When you combine a pictorial mark with a wordmark, you get a combination mark. This is when the brand logo includes the business name and a symbol or unique graphic.

The name can either be placed next to the symbol, or integrated within the symbol to create a complete graphic.

Combination Mark Examples:

5 Emblem Mark

Similar to a combination mark, these logos often contain multiple elements like a wordmark and pictorial mark.

But they are then designed within a shape that becomes part of the brand identity.

If you choose to design an emblem mark, pay close attention to the text size. Since this logo type includes multiple elements, it may become illegible when scaled down to smaller sizes.

Emblem Mark Examples:

6 Abstract Mark

Similar to pictorial marks, these logo types are simple and unique graphical representations of the brand.

However, they are not a recognizable symbol. Instead, they are completely abstract geometric forms that don't form an immediate connection.

Abstract Mark Examples:

7 Mascot Mark

These are exactly what they sound like. It's when a brand uses a human figure, animal, or fictional character to portray a personality.

Sports teams, and food brands often use this type of logo.

Mascot Mark Examples:

Brand Logo Shape and Style Considerations

Logo Shape

Circular or Free Form Shapes

Associated with softness, kindness, warmth, caring, fun, and friendliness

Geometric Shapes

Associated with hardness, durability, power, innovation, respect, and intelligence

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Notes:

Luxury and Upscale Logo Style

Retro and Vintage Logo Style

Modern and Minimalistic Logo Style

Fun and Quirky Logo Style

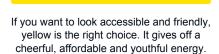## Handcrafted and Handmade Logo Style

Notes:

Brand Logo Colors

Colors have certain emotions and ideas attached to them, so you want to be sure that the colors you select for a logo properly align with how you want the brand to be perceived.

Red stands for excitement, passion and anger. It's a great choice if your brand is loud, youthful and wants to stand out.

Orange is much less used than red, but it's just as energetic. This is a vibrant, invigorating and playful color.

If you want to look accessible and friendly, yellow is the right choice. It gives off a cheerful, affordable and youthful energy.

Green is extremely versatile, and can really work for any brand. It's especially perfect for anyone who wants to establish a connection to nature.
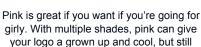
Blue is a very classic and common choice. It is calming, cool, and symbolizes trustworthiness and maturity.

Purple can be your ticket to looking luxurious. Depending on the shade, purple can be mysterious, eclectic, or feminine.
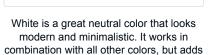
Pink is great if you want if you're going for girly. With multiple shades, pink can give your logo a grown up and cool, but still youthful and feminine look.

Brown works perfectly for rugged and masculine vintage logos. It can give your brand a handmade, unique, and aged look.

Black is a great choice for a sleek, modern and luxurious look. A minimalist black logo is the way to go if you want to keep it simple.

White is a great neutral color that looks modern and minimalistic. It works in combination with all other colors, but adds a clean, youthful, and economical touch.
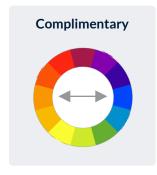
Gray is the ultimate color if you want to achieve a mature, classic, and serious look. Darker shades look more mysterious, while lighter shades are more accessible.
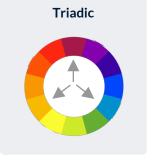
Notes:

Complementary colors lie directly across from each other on the color wheel. They bring out the best in both colors and create a very dynamic look.

Analogous colors fall close to each other on the wheel. If you want your logo colors to be harmonious, these will work well together.

Triadic colors draw from three equal sections on the color wheel. Pick these for a stimulating and bold effect.

Complimentary	Analogous	Triadic
2 colors: Opposite	3 colors: Side-by-Side	3 colors: Equally spaced

Brand Logo Typography

Serif Fonts

Serif fonts can make a logo look classic and high-end.

Serifs are the little "feet" at the end of letters, which make them look a little more old-fashioned. They are very versatile and look great with any kind of design, but work especially well with vintage, elegant or classic designs.

ROLEX   VOGUE   TIFFANY & CO.

Sans Serif Fonts

Sans-serif fonts are perfect for a modern and clean look.

They don't have the little feet that serif fonts have which makes them look very sleek and simple. This works great for modern brands.

CHANEL   Jeep   NETFLIX

Script Fonts

Script fonts are reminiscent of handwriting.

From elegant calligraphy fonts to relaxed and down-to-earth scripts, there is a huge variety out there. Use them to make your logo look more individualistic.

Display Fonts

Display fonts are decorative fonts that are highly stylized and really catch the eye. They are basically a design themselves.

Be careful though with display fonts, since the font itself can appear to be a logo, and become too busy if combined with other elements.

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9 Pro Logo Design Tips

- **Keep logo designs simple and clean, without too many small elements that may become difficult to see at a small size.**

- **Remember that a logo is meant to appeal to your audience, and support your brand, not just satisfy your personal design taste.**

- **Design your logo in vector format so it can be resized without losing quality.**

- **Your logo should not only be legible in full color, but also in a single solid color.**

- **Do not use photo imagery, or raster graphics in your logo design.**

- **Keep logo designs to 2-3 colors max. Pay close attention to the colors you are choosing, and the emotions that are attached to them.**

- **Choose a font type that aligns with the personality of your brand.**

- **Don't make a logo too trendy. You don't want it to look dated in a few years.**

- **Don't be cheap with logo designs, and don't settle for anything less than excellent. The extra investment now, will save you from huge headaches and a redesign in the future.**

Brand Logo Design Questionnaire

List your 5 favorite logo designs from brands NOT in your industry:

1: _____

2: _____

3: _____

4: _____

5: _____

List your 5 favorite logo designs from brands in your industry:

1: _____

2: _____

3: _____

4: _____

5: _____

What 5 words best describe your brand?

1: _____

2: _____

3: _____

4: _____

5: _____

Who is your target audience?

_____

_____

_____

What is important to your audience?

_____

_____

_____

How would you like your audience to describe your brand if all they saw was the logo ?

_____

_____

_____

Notes:

Which logo STYLES do you prefer?

☐ Luxury and Upscale

☐ Fun and Quirky

☐ Retro and Vintage

☐ Handcrafted and Handmade

☐ Modern and Minimalistic

Which logo TYPES do you prefer?

☐ Wordmark

☐ Lettermark

☐ Pictorial Mark

☐ Combination Mark

☐ Emblem Mark

☐ Abstract Mark

☐ Mascot Mark

What color(s) would you like to include in the logo design?

☐ Red   ☐ Green   ☐ Pink   ☐ White

☐ Orange   ☐ Blue   ☐ Brown   ☐ Gray

☐ Yellow   ☐ Purple   ☐ Black

What font types would you like to use in the logo design?

☐ Serif   ☐ Sans Serif   ☐ Script   ☐ Display

Notes:

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Using the Google Fonts search tool: www.fonts.google.com
What are your 5 favorite fonts for your logo typography?

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2: _____

3: _____

4: _____

5: _____

Notes:

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Big Ideas:

Notes:

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:
I'll assess your current brand and business strategy.

Tailored Solutions:
Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:
Receive personalized advice and actionable steps to enhance your brand's performance.

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