



## Your logo

### What is a logo?

The logo is not the brand.

By itself, a logo is just a mark. Like a brand name it acquires meaning in the mind of the customer over time.

Every brand needs a logo. Over time that logo becomes the visual signature of the brand. It becomes symbolic of the experiences the customer has with the brand.

### What should a logo look like?

A logo can take any form.

- It can be an abstract shape
- It can be a descriptive visual symbol
- It can be a simple word or logotype.

Today logos are no longer the rigid unchanging visual symbols they once were.

As the Google logo portrays only too well a logo can be ever changing within some basic guidelines. It can change colour, it can change shape and still be recognisable.

Its purpose is not to describe what your business does in the absence of everything else.

- It can allude to this if desired.
- It can give visual clues such as cultural or historic or location etc



## What makes a good logo?

The ideal logo or logotype should be:

- Simple and uncomplicated
- Stand the test of time
- Memorable (where possible)
- Distinct from its competitors
- Avoid infringing someone else's trademark
- Avoid clichés
- Appropriate (for its intended purpose)
- Scalable and easy to reproduce (able to work at all sizes)
- Avoid fashionable designs. Fashions change and trends end.
- Trademarkable
- Work in one colour when necessary

Some are just a word or a symbol while others are a combination of the two.

## How do you begin creating a logo?

The answer to this really depends on your budget. The best way is to hire a designer. He or she will create a logo design based on a 'brief' from you (a written description of what you want them to produce).

Base your 'brief' around the positional statement, tagline and manifesto you will define as part of this course. This will give the design important clues about your new brand.

NOTE: Make sure your final logo artwork is created in 'vector form'. Your designer will understand this term.



If your budget is very limited you can use one of the many online logo creation websites such as 'fivver' but remember you often get what you pay for.

Don't design by committee. In other words don't let your friends and family decide what logo design to us. Your designer is the professional and you are the client.

You have to live with your new logo for years to come.

If you want any additional guidance and advice or feedback when you come to design your logo just let me know. I am always happy to help (time permitting).

If you do decide to use one of the low cost online logo services check out my 'Resource Library' in your course dashboard area.