

Practical Logo Design Tips
10th November 2011



Order of events:-

- A successful logo
- Welcome to my world
- Types of clients
- The design process

With a practical at the same time

You need a pen and paper

A successful logo

A logo is...

...a graphic mark or emblem which reflects a brand through the use of shape, fonts and colour

It can be a logotype, symbol or a combination of both

A successful logo

Should be:

- **Memorable**
- **Work in black and white (mono)**
- **Be readable at a small size**
- **Suitable for the industry**



Practical

1

Choose **ONE** of the following business types:

- **Childrens entertainer**
- **Footwear brand**
- **Interior designer**

Welcome to my world

- 14 years experience
- 24 logos per year on average
- Commercially focused
- 1 week prelim logo stage
- Tools: brain, fingers, eyes, legs, colleagues

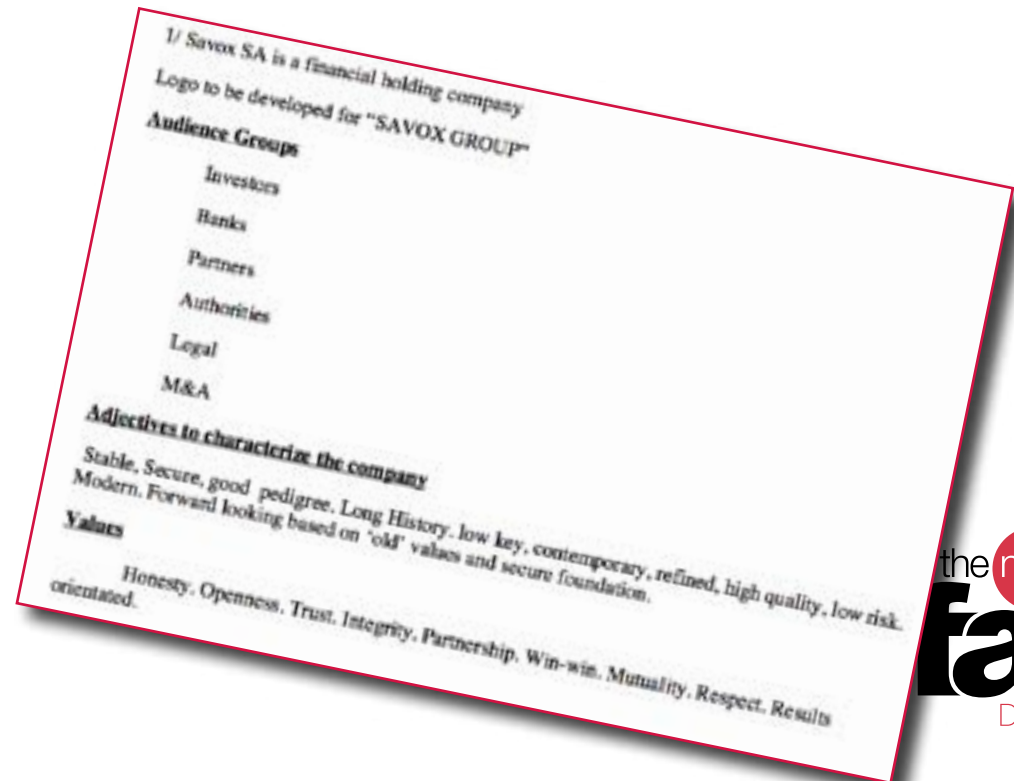
Think about why your company is so fantastic.

Write down 3 unique selling points.

Types of client

3 General categories:

1) Organised and well thought out



Types of client

3 General categories:

2) Already designed it

Hi Suze

Hope you are ok.

Can you do me a favour please and design a quick logo for me.

Basically I want the word "Essentials" all I need you to do is design it with a capital E lower case the rest in emerald green and the writing in the style they use for that special writing in calligraphy with more emphasises on the E.

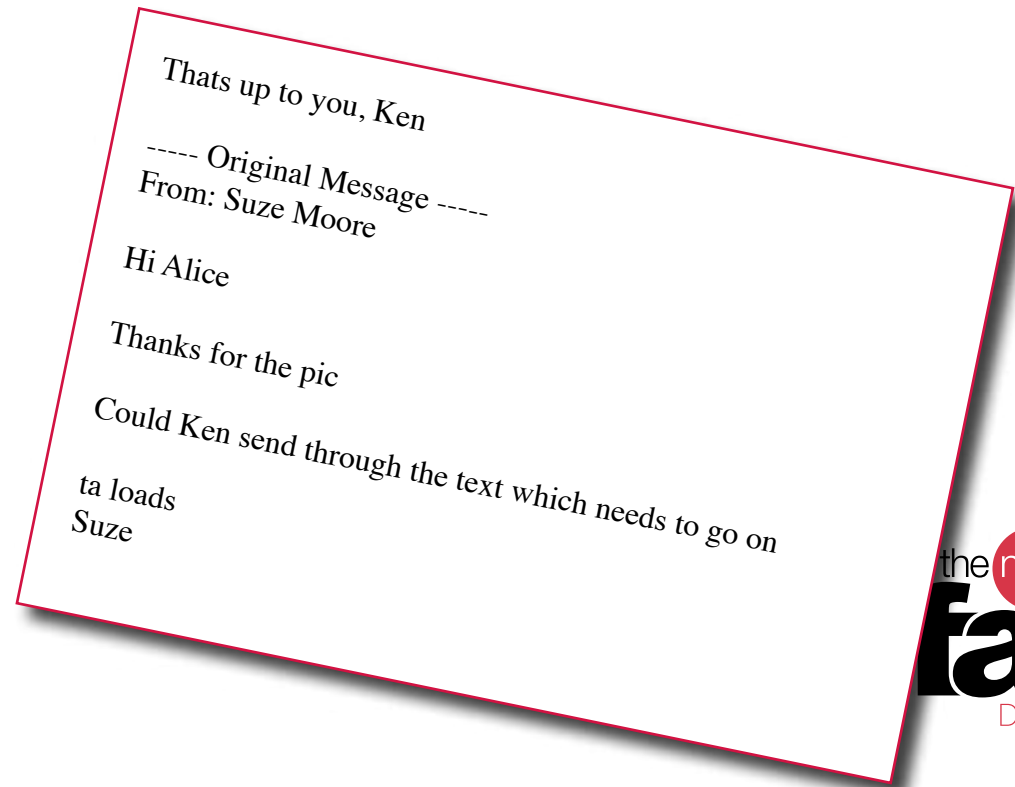
Can you get it to me asap please.

Thanks

Types of client

3 General categories:

3) No idea



What kind of clients do you want?

Describe them in 3 phrases.

The design process

- Taking the brief
- Interpreting your client
- Mind mapping / research
- Logo generation
- Colours / considerations
- Proofing
- Moving to a finished design
- Logo CD
- Whats next?

Make up a company name.

Taking the brief

- **Preparing for the meeting**

Agenda - have a rough one

Portfolio - plus planned self promo speech

What to wear - professional, suitable for location

Self confidence

Design checklist

Price - if appropriate

The design process

Taking the brief

Logo design checklist

What is the exact wording for the logo?

E.g. TM, Ltd, Limited, .com

Any preference of UPPER or lower casing?

Do they have a strapline?

Try to avoid cliché words (professional, services).

Should explain what they offer. Focus on USP's for inspiration

Main uses for the logo?

Stationary, website, brochures, vans, pens etc

Consider any existing branding

Especially important if you are doing a logo

refresh - look at supporting brand materials

Preferred colour palette

There maybe reasons for a colour choice e.g.

company has blue vans, uniforms etc.

The design process

Taking the brief

Target audience:

Age range _____ Industry _____

Sex _____ Job Role / Position _____

Lifestyle _____ Business / Consumer _____

Services offered (about the business):

USP's/Benefits _____

Ethos _____

Description of services _____

How would they like to be perceived? _____

Competitors _____

What design style does the client like _____

Look at any promotional material or websites _____

which the client likes. _____

Get in teams of 2 people.

Complete the design checklist
for each others imaginary
company.

You have 15 minutes each.

Logo design checklist

the new fat

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E.g. TM, Ltd, Limited, .com _____

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Competitors _____

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Look at any promotional material or websites
which the client likes. _____

The design process

Interpreting your client

- **Phrases to watch out for:**

Modern

Traditional

Established

Simple

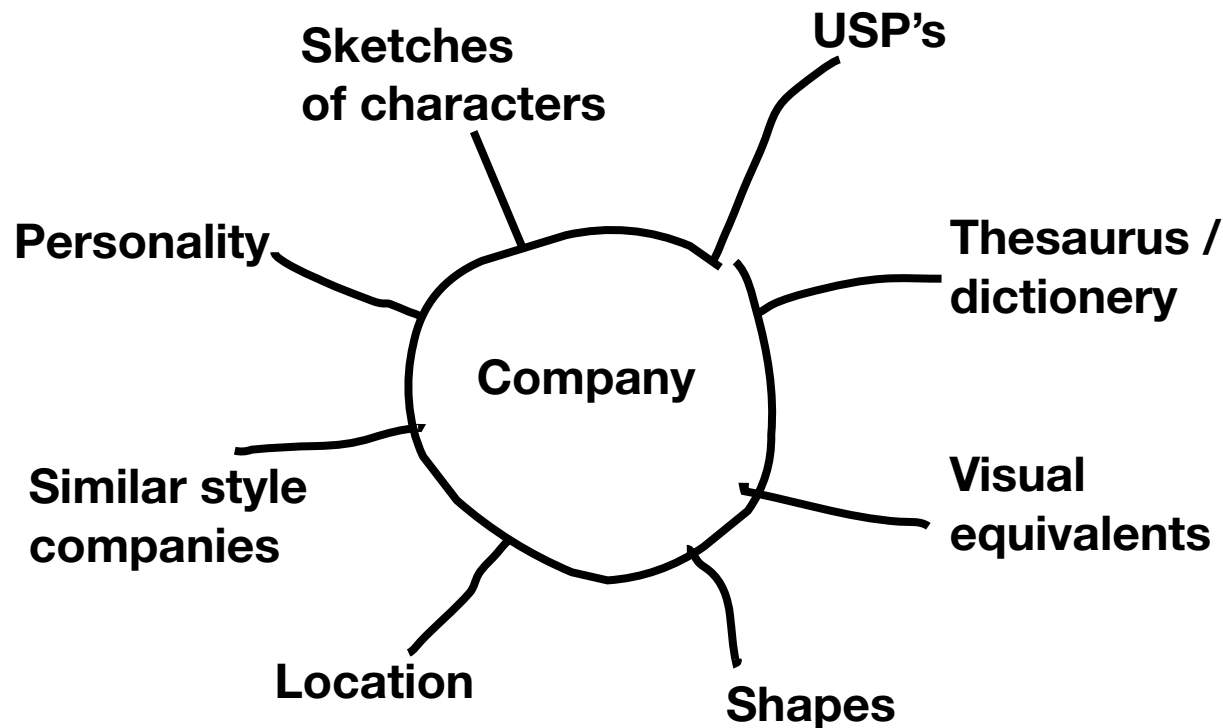
Fresh

Use your creativity

The design process

Mind mapping / research

- Start with written notes



Using the checklist for your partners logo requirements.

Spend 10 minutes doing a mind map.

The design process

Mind mapping / research

• Visual research

Internet

Stock libraries

Public library

Shops and public places

Fonts

Create an onscreen
mood board



Logo generation

- **Sketching**

To help you create rough visual ideas sketch logo options on different style including:

- **Impulsive** - your first idea that comes into your head
- **Complex** - concept idea - needs work on visual interpretation
- **Specific** - visual style based on a USP
- **Simple** - focus on a single icon or shape
- **Letterforms** - each different arrangement of letters is unique

The design process

Logo generation

- **Using Illustrator**

Choose 4 or 5 different ideas from the research stage to work up

Customise the typefaces - use the letters of the logo

You can also create a font from scratch

equate

Use vector illustrations / elements - either sourced or redraw

Spend time on each one - advancing, improving, revising

The design process

Colours / considerations

- **Consider:**

Working in black and white to start with

Natural balance and good proportions for main use

The strapline - text itself, position, size of text

The brief - self evaluate your work and refer to the brief
Amend if necc.

Colours / considerations

- **Choosing colours**

Once you are happy with the form of a logo - add colour and depth

Pantone Color Bridge swatch book

This is a very useful tool - helps you choose a Pantone which has a good cmyk equivalent.

2 colour print

For logos which need to be embroidered - suggest using 2 solid colours

Or design an alternative that is 2 colours

This will also save money on stationery printing costs.

The design process

Proofing

- **1st stage proofs**

Create a simple template

Show a few colour options plus black and white

Give your concepts names or numbers

Add a copyright statement

Printing proofs vs email proofs (lock you pdf's)

Ask clients to stick them on the walls

The design process

Moving to a finished design

- **Next proof stages**

**When discussing the ideas with the client
always invite good and bad feedback**

Taking criticism is part of your job

Take all good elements and design a next set of options

Amount of options will depend on initial feedback

Keep in touch with your client

Customer service

Get a written signed off for the finished design

Via email or signature

The design process

Logo CD

- **Producing final artwork**

Tidy up logo form - clean lines, shapes etc.

CD to include:

Text file with colour refs

Vector EPS - spot colour, mono and cmyk

JPG - rgb and mono, high res and low res

Other files, but only if required

- **Psd - if created in photoshop (ensure large file)**
- **Transparent GIF**

With and without strapline if needed



The design process

Whats next?

- **More, more, more**

Once client has received CD / final files

Call them - get feedback

How did they find the process?

Is there any improvements you can make?

Will they be happy to recommend you to others?

Further design work

- **Stationery**
- **Other items to help them promote**

Finally

- **Examples of finished logos**



Finally

Childrens entertainer



the new
fat
DESIGN
TEAM

Finally

Footwear brand



NORTHERN BOOT
C O M P A N Y

the new
fat
DESIGN
TEAM

Finally

Interior designer

space
make the **most** of it

the new
fat
DESIGN
TEAM

Creation of a logo is the first step to the creation of a successful brand.

Thanks for listening :-)