STEP-BY-STEP GUIDE TO DESIGNING A GREAT LOGO

Your logo is the heart of your brand's look, and it should not be clip art or something you create by yourself unless you have graphic design skills. It should be well thought out and designed by a professional. The colors and fonts you use will become the look of your brand; you'll use them repeatedly on your print and online collateral, swag, and maybe even in your office décor. Work with a pro to go through these fool-proof steps as you build your brand identity.

01
BRAINSTORM & RESEARCH

Start by figuring out what you want your business name to be, and what kind of imagery you might like to have in your logo. Do some research to make sure that someone is not already using that name or design. Figure out your preferences in regard to color palettes and font styles, and look for examples you love and others you hate. Your graphic designer will ask for all of this.

02
SKETCH

In the old days of marketing, logos used to be sketched by hand and presented as a drawing. In the digital era, sketches are now digital, and look like black and white logos. It's important to look at logos in this phase as just ideas meant for you to refine. Focus on what you like and don't, and be open and honest with your designer.

03
REFINE

Work with your designer to narrow down what you love and are excited about. Be picky - your brand should not change often, so make sure it's right. Look at the individual elements of the logo - including how the font is styled, what the font is, and how the elements in the icon work together. Scale the logo to a large and very small size to make sure it will always be legible.

04
ADD COLOR

Ask your designer to add color, using the color palettes you identified in step one. Now that you've solidified the structure of the logo, it's easy to focus on color and how it brings the logo to life. The colors you choose here will be regularly used throughout the rest of your brand collateral, so be sure it's something you like.

05
APPROVAL

Some b/d's require multiple formats of a logo to be submitted for compliance approval, so be sure to look up and follow the guidelines your compliance department provides for branding approval. Work with your designer to implement compliance's feedback, but be sure it's being given from a regulatory standpoint and not an opinionated one.

06
FINALIZE

Once your logo has been approved by you and your compliance department, your designer should finalize it for you. You should receive your logo in a wide variety of graphics formats, including raster and vector images, source files, multiple orientations and reversed color options. A professional designer will typically be able to provide every format you should ever need for future applications, except for highly specialized formats like those needed for an embroidery machine.

LOGO BEST PRACTICES
6 KEY TIPS YOU NEED TO KNOW TO CREATE AN AWESOME LOGO

Your logo is the heart of your brand's look, and it should be unique to you, well thought out and designed be a professional. The colors and fonts you use will become key elements of your brand's look - repeated often throughout other materials including print work, online collateral, swag, and perhaps even office decor. A great logo should adhere to the following best practices...

KEEP IT SIMPLE. A logo should be representative of your business, but doesn't have to tell the whole story of your business in one image. Avoid cramming too much imagery into the final piece.

BE VERSATILE. Your logo should be able to be used in a variety of sizes and layouts - whether that's inside a circle on social media, small on your business card, in a print ad, or on a website.

BE MEMORABLE. While imitation is known as the greatest form of flattery, do your homework and make sure your logo isn't too close to someone else's to ensure you stand out from the pack.

DON'T BE TRENDY. Simplicity tends to equate to elegance, and by making your logo simple and timeless, you can ensure that your brand is going to make sense for the long haul.

GO PRO. If at all possible, your logo should be designed in a vector-based graphics program, like those the pros use. That way the final product can be used where and how ever you need it.

COLORS HAVE MEANING. Be sure to choose colors that won't evoke the wrong emotions with your clientele. For example, red can be linked to anger, while blue evokes calm. Research "color theory."