

# THE RECIPE FOR A PERFECT LOGO

## BE ENTICING

Your logo must appeal to your target audience.

Example Target Audience



- Single Man in his 20s
- Working full-time
- High school educated
- Loves sports
- Adventurous



Masculine and powerful



Fun and cute

## BE UNIQUE

Avoid obvious design choices and clichés.



A global brand's logo should never be a globe. An air travel company's logo shouldn't be an airplane.

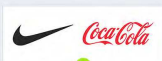
Make your logo memorable.



Design your logo distinctively so that it catches prospects' eyes, even in a sea of other logos.

## BE TIMELESS

Make your logos eternally relevant.



Great logos are timeless and age like a fine wine.

Avoid trendy fonts and design elements.

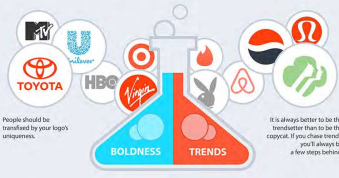


Trends die out fast. Brush script fonts and 3D designs now look tired and outdated.

## BE NEW

Strive for boldness with your design.

Don't follow trends, create them.



It is always better to be the trendsetter than to be the copycat. If you chase trends, you'll always be a few steps behind.

## BE SIMPLE

Don't be too busy.

Say one thing. Have one message.



Remember, less is more.



Focus on a single, clear concept, not multiple messages at once.

## BE CONSISTENT

### USE YOUR DESIGN TO REINFORCE YOUR BRAND



Apple's Symbol Represents knowledge



Burger King's Combination Mark Resembles a hamburger

### HAVE THE CORRECT BALANCE OF WHITE SPACE



Balanced



Unbalanced

### TAKE ADVANTAGE OF SHAPE PSYCHOLOGY



Circles  
Community  
Unity  
Complete



Squares  
Balance  
Professionalism  
Security



Triangles  
Power  
Masculinity  
Stability

### USE FONTS TO CONVEY THE RIGHT EMOTIONS

Disney's brand is based on creating happiness through fun, magical experiences.



Fun and creative font



Elegant and dignified font

### LEVERAGE YOUR NEGATIVE SPACE



Implied "S" between "U" and "A"



Implied arrow between "E" and "X"

### USE COLOR TO REINFORCE YOUR MESSAGE



## BE ADAPTABLE

Does the logo look good whether it's small or large?

Does it look good in black and white?



It should have the same impact whether it's on a small phone or giant computer screen.



It should be clear, crisp, clean and easily identifiable when printed in black and white or in just one color.