

# Perfect Logo for Your Brand

It's hard to overestimate the importance of a good logo. And getting it right from the start is equally important because even if it might evolve with time it should remain recognizable to keep in touch with your loyal customers.

## A LOGO THAT SERVES A PURPOSE

Your logo will mark your website, your packaging, your social media accounts, and your business cards. It must be unique, memorable and speak of your business.

You can have several renditions of your logo but one of them will need to fit into a square format that is a standard for profile pictures on Social Media.

Make the logo as simple as possible because it has to be discernable in a small format when viewed on the small screen of a smartphone. Also, the maximum size of the Favicon - the tiny marker of your website is 32x32 pixels. That is hardly enough space for an elaborate picture that tells the story of your brand.

## A LOGO, NOT AN ILLUSTRATION

A logo is laconic. It's like a pictogram, a hieroglyph, an icon. It's a symbol, not a story in pictures.

When the first version of the Apple logo was designed, it told the story of how the company came up with this logo. It was a picture of Isaac Newton right before that apple hit him. Apparently, the company soon realized the usability of this logo was pretty low and came up with a much simpler version that only slightly changed through the time. As always, the KISS (Keep It Stupid Simple) principle prevailed.



## THE RIGHT LOOK & FEEL

Before a designer starts working on your logo, brainstorm to define your brand's identity and personality. How should a customer perceive your brand?

Think like your customer:

- What are the three words that describe your product or service?
- What emotion does your brand evoke? Is your brand sentimental, cheeky, smart, sophisticated, vintage, modern, classic, funky ...?

When you are done with this exercise, pick your corporate colors! Colors have associations attached to them. Make sure you've researched this aspect. For example, women like purple but you wouldn't want to use this color for a brand that is designed mostly for men. If your brand is targeting women, picking pink is risky because women might think you are acting on a stereotype.

Here are the basic guidelines for choosing the colors for your logo:

**Red:** Red stirs excitement, passion and anger. It's loud, daring and uncompromising. It's also associated with blood and emergency, so avoid it if your brand relates to the medical field.

**Orange:** Orange is not a popular color, though it's as energetic as the red color. It goes well with chocolate brown and beige and could be well used for animal related brands.

**Yellow:** Yellow gives you a sense of friendliness. It's cheerful and exciting and full of energy. It brings light into your design.

**Blue:** Blue is a safe choice. It is associated with trustworthiness and maturity. But, it's been overused. If you opt for blue, pick the shade that hasn't been staring at you from every ad.

**Green:** Green is the second most popular color in design after blue. Pick the tint that fit your brand: Chartreuse, Sage, Lime, Olive, Emerald, Pear, Shamrock, Sea Foam, Hunter Green, Mint... There a lot of variations that can stand for millions of things.

**Purple:** Purple feels luxurious. Depending on the shade, purple can be mysterious, eclectic or feminine. The Magenta variation of the Purple color gives the avant garde feel to your brand.

**Pink:** Girly. If you must go this way, make it fuchsia or magenta that is closer to purple!

**Brown:** Brown is rarely used in design unless you sell leather goods.

**Black:** Always sleek and modern. A minimalist black and white logo is perfect for luxury brands.

**Gray:** Gray is softer than black and it goes well in combos with bright colors.

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It's always good to check out your competition for ideas though their logos might be poorly designed.

## SHAPE & FORM

There are two basic types of logos: Lettermarks (Monograms) and Wordmarks (Logotypes). Both work great if designed in a smart way.

### LETTERMARKS

only letters are used in the design.



### WORDMARKS

letters and images are used in the design.



If you go the way of lettermarks, remember that you can't just use some exotic font and call it a logo. Unfortunately, this is what all the DIY logo design websites offer in combination with non-specific graphic elements. There must be some distinction from the chosen font present in the logo design as well as an original graphic element.

## FILE FORMAT

As you will be placing your logo on different backgrounds, you need it to be saved with a clear background.

For the web, the image will be saved as .PNG in with the resolution of 72 dpi — dots per square inch, a.k.a. psi — pixels per square inch. 72 dpi is the standard resolution for the web and the format lets you save the image with a clear background.

For print, the image will be saved as .TIFF or .PDF with the resolution of 300 dpi, that is the standard resolution in printing. The image will be high-quality and will have a clear background.

## KEEP THE MASTER FILE IN VECTOR

The Master file is the “vector file” in the .ESP format. It has the image on a clear background and can be opened in most graphic design programs in any size you want. Because it is vector it can easily be resized without distorting the parameters or losing the quality of the image.

Such files are usually created by professional designers and sent to you for keeping. Make sure you save copies in several places. Don't rely on your designer to keep the Master file for you.

If you have lost the Master file, don't panic. Your logo can be re-created by vectorising the copy that you have.

*Good luck with your creative process!  
And, remember, we are here to help;) )  
- PHDesigner Team*