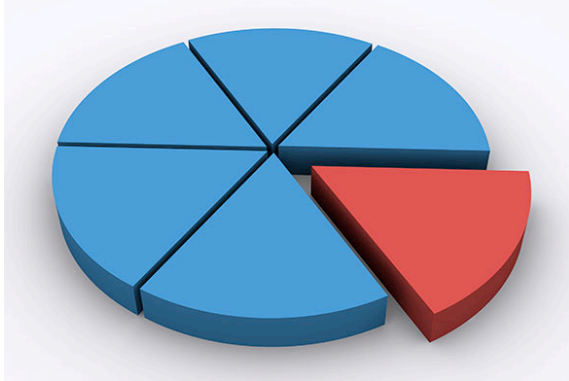


Key Elements Of Good Logo Design

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A good logo should be relatively simple, memorable, unique, timeless, and appropriate. Being aesthetically pleasing doesn't hurt either. Lets explore what makes an effective logo design:

Simple:



One of the more challenging tasks for any logo designer, can be explaining to a client the importance of keeping a logo design relatively simple. Many people approach a designer with an existing idea, which is often times overly complex or elaborate. It is the designer's job to explain why "less is more" when it comes to logo design.

Reasons to keep logos simple:

- 1 More identifiable when viewed at smaller sizes (business cards, web logo, etc).
- 2 Easier to recognize when printed at lower quality or on rougher surfaces (clothing, newspaper).
- 3 Require less time to retain visually and are easier to remember.

Ways to avoid an overly complex logo:

- 1 Use distinct lines, clean shapes and legible text.
- 2 Don't try to say too much. A logo doesn't need to incorporate every aspect of a business.

Memorable:



A logo is often the first thing people will see when introduced to a company. Which is why it's so important to make a good first impression...a memorable one.

For a logo to leave a lasting impression, it should:

- 1 Be consistent with using the same color schemes when ever possible.
- 2 Be used when ever possible (business cards, letterhead, vehicle, clothing, web).
- 3 Be unique.
- 4 Be simple and uncluttered.

Appropriate:



A great looking logo is useless if it doesn't properly represent what it's being created for. Having a logo that is not appropriate or relevant may give the wrong impression, detour potential customers and ultimately hurt sales.

An appropriate logo will:

- 1 Properly reflect the feeling or vibe of the business, either literally or figuratively.
- 2 Avoid use of lettering/type that misrepresents the style of the a business.
- 3 Usually avoid colors that don't embody the style of the business.

Versatile:



A versatile logo is one that can be used in unlimited applications (website, business card, vehicle lettering, apparel, etc) with no troubles. Some logos are created for web use only, so this isn't a concern, but for all the rest, this is an important thing to consider.

A versatile logo will:

- 1 Look good in smaller sizes (on business cards, etc).
- 2 Work well in single color. Does the logo look good when printed in reverse color?
- 3 Not rely on color to achieve it's effect.
- 4 Not be overly detailed.
- 5 Not be too tall or too wide.

Unique:



For a logo to be unique, it not only needs to be different, it needs to properly represent the business it is being created for. Simply creating an abstract or overly elaborate graphic will certainly make it unique, but is it appropriate, versatile, memorable, etc? An effective logo will be all of these things.

Here are some ways to achieve a more unique logo:

- 1 Being aware of the cliché, overused imagery and logo styles. This way they can be avoided.
- 2 Researching the business and its competitors. The more that is known, the easier it is to personalize a logo.
- 3 Not designing logos that are too simple. The likelihood that some other designer had the same very idea is much greater.

Timeless:



Having to frequently update a dated logo is bad for a business trying to establish a recognizable brand or identity. The greatest logo designs stand the test of time. Coca Cola is a perfect example. The same logo concept created over 100 years ago is still being used today. While it's rare that a company uses the same design for this long, it is not uncommon for large brands to stick with the same logo concept for long periods of time.

For a logo to last, it should:

- 1 Be able to adapt to company growth. An overly specific logo will prove difficult if it's business decides to branch out into new services or offer new products.
- 2 Avoid trends. Every year, new logo trends are the craze, until the next craze of course.

Aesthetically Pleasing:



A logo can follow all of the principles addressed above, but if it's ugly it just won't be very effective. It doesn't take a trained eye for people to notice poor looking design.

To create better looking logos:

- 1 Use typefaces that match the style of the logo graphic.
- 2 Avoid using too many colors and colors that clash.
- 3 Keep things visually balanced as best as possible.
- 4 Pay special attention to the details.

Elements of Logo Design

Logo is the brand iconic presence of an organization and therefore, you need to be very careful while designing a logo. Since it is going to represent your brand image in public, it should be designed around your business ethos and policy so that people can easily relate it. It should not be too complex or too vague; rather it should clearly dictate your service and reflect the nature of your business organization. As logo does not give enough scope to the designer to unfurl his creativity, a designer needs to have a through understanding of different elements of logo design otherwise; the final outcome might not be that impressive.

Fantastic Five:

Style: It is the style that makes or breaks the fate of a logo. It is small in size but it should be powerful enough to convey the message of the organization precisely to its targeted audience. As you cannot make changes in your company's logo every now and then, you need to give attention to details to make sure that the logo does have a universal appeal.

Distinct: Similarity is a dirty word in the field of **logo design**. Your logo should be powerful enough to secure its place prominently and in order to save it from getting lost in crowd or similar logos; you need to make it look as distinct as possible. Now, there is no straight cut way out there to guide you to add distinctness in a logo. You need to rely on initiation and keep faith on your creativity and believe us, it will pay off at the end of the day.

Universal Appeal: What good is a logo if it does not have an appeal. Greatness of a logo is invariably associated with its appeal. If people fail to take note of your logo, do not pass the blame to the crowd. Take a look at your logo and ask yourself does it deserve to be looked at? If you got the answer, go and make the changes and do not forget to add an added dose of visibility.

Convey It Right: You cannot portray a funny or cool look of a professional organization in a logo. It should be uber cool and should be precise and sober to look at. But when you are at a music logo, you can go extra mile and play around with some funky ideas until you draw out the WOW effect.

Legibility: You have the belief that your logo looks awesome but what if people fail understand what you want to convey through it? The whole effort will go down the drain and you are left dejected and demoralized in the middle. As your logo is going to be featured on different platforms and represent your organization, you should put extra effort to experience something different this time around.

Some Other Elements of a Great Logo Design:

First Impressive Counts: What catches the attention of the viewers when you hand over your visiting card or brochure? Yes, it is not the words rather it is the logo that grabs their attention and if they find that the logo is that not cool, your prospect may hang in a thread.

Stick to Original Style: Do not use excessive elements in the business card or any other form of visual communication since it will lead to visual chaos. You need to make sure that people can locate contact details at the very first stroke. Add those elements which are absolutely needed and above everything else, you need not take recourse to cheap imitation. Keep it original no matter what.

Brand Matters: As we have already reiterated that you should not make any compromise when it comes to branding, logo needs special attention from your side. It should be good to look at and should ooze out a sense of professionalism.

Simplicity Wins: Simplicity rules the roost. People are less likely to remember a complicated structure and the same goes true with **logo design**. The simple, the better.

Consistent: Logo should be designed in line with the company's long term objective. As promoting a new logo involves huge cost, majority of business owners want to have a logo that is flexible and powerful simultaneously.

Elements of Sports Logos

Elements of Sports Logos

Sports logos are decisive things. They show our allegiance, they become our badges of honor when our teams face each other on the battlefield of our sporting teams. However, what are the elements of sports logos and what makes a good one?

First of all, a sports logo needs to have something that represents the team. This is often done by taking the initials of the sports team in the sport logo, or by putting the mascot of the team in the logo. A good example of this is the Seattle Seahawks, which have a photo of a hawk in their logo.



Another excellent element of the sports logo is to keep it very simple. Look at the most recognizable logos in baseball. The Yankees is nothing but an “N”™ and a “Y”™, while the Red Sox are either a “B”™, or a pair of socks. The same is true in other sports. In hockey, the Toronto Maple Leafs have a Maple Leaf, while in Football the Chicago Bears have a “C”™.

Whenever a sport logo is designed, the current style is a very important element of the sport logo. If designers use something that uses fluorescent green, which was oddly popular in the early-1990s, or if they use one of the god-awful colors that was popular in the 1970s, then you are not keeping up with the times and the current generation of sport fans may be turned off by the design.

The last element of a **sports logo** that should be considered is the city itself. One excellent example of this is the Pittsburgh Steelers of the NFL, who designed a logo that represented the steel history of the city, or the Edmonton Oilers of the NHL, who use their oil history as inspiration in an element of their sports logo, the oil drop.

All in all, when a company is designing a logo for a sports team, they need to take all of these elements of the sports logos in consideration. Doing so will ensure that the logo will be something that will appeal to both fans and players alike.

Elements of Good Logo Design: 21 Exceptional Sports Logos

August 31st, 2009 by **Taylor Feliz**

Logos are what represent your company, product, business, or even yourself. They are the primary way to communicate to the world your business's personality, identity, essence, and individuality. There are two types of logos: logomarks are symbol-based logos, and logotypes of logos that are made up of artist typography. The latter has become increasingly more popular with the explosion of Web 2.0. But, no matter what type of logo it is, it must abide by certain essential elements that make a logo exceptional, and these elements should be considered in the planning and executing process of the logo design. A successful logo should encompass these elements in order to effectively do its job. In this post, we will briefly recap the elements of a superior logo design, and since football season is in full swing, and everyone loves sports, I have selected a few sports logos from Football, Baseball, and Basketball that I think abide by these essential elements. Enjoy looking at examples of exceptional sports franchise logos! Please feel free to comment, tweet us, add your favorites, or pass this along to friends!

The Elements of a Good Logo Design

Timeless

The logo must be timeless, meaning that it should not be designed with any sort of fad or style that is likely to go out of style. When you are designing a logo, try to make the logo as enduring as possible through the many years and many styles of "in" it will pass through. The best logos are the ones that looked good fifteen years ago, and they still are extraordinary today.

Simple

A great logo design has to be simple. Many designers think that you must make ornate and complicated logos for it to be good, but actually the most successful ones are the most simple, straightforward, and sharp. You can see the logos below are generally very simple, but they really captivate and appeal to the eye.

Unique

Being unique is key to a successful logo design, because the logo is the identity of your company. Therefore, you must take the time to be creative, imaginative, and original. Notice the logos below are all uniquely different, and all have their own personality and flare.

Consistent

Nothing is worse than an inconsistent logo design. I have seen on many occasions where the logo in one part of the world looks one way and in another part of the world looks differently. In addition, I have seen where companies have too many different logos that can confuse the target audience. Even if the look is slightly off, it is noticeable and it makes it look poorly designed. Try to be consistent with the logo, so make sure it is not manipulated even slightly.

Immediate and Lasting Impression

A logo must make an immediate and lasting impression with the audience. A successful logo is one where a person sees it once, and will remember it forever as associated with that business or entity. All of the logos below possess that quality; in fact, I do not even need to label these logos and I am sure that the high majority of readers will be able to recognize the majority of the logos! That shows that they have created a lasting impression on the viewers!

Appealing

Another element of good logo design is the audience appeal element. The audience must find the logo interesting, appealing, and alluring for it to truly be successful. I always suggest that designers do a test run of a logo with a select target audience to see the reaction; if it is not a positive reaction, change it. The logos below are very appealing and generally have a high percentage of positive reviews from sports fans! I agree!

Shows Proper Image

A successful and effectual logo will properly and accurately convey the image and personality of the business or entity it is representing. Some logos are great in all other aspects, and I find them very exceptionally designed and constructed, but they do not properly express the business's personality, so I think I would rule it unsuccessful. It must do its job of representing the general company image.

Comprehensible and Logical

This one may be last, but it is equally as important. The logo must be understood by the target audience; therefore, you must not use symbols, colors, or ideas which your audience will not understand. Also, try not to go overboard with the hidden message or clever logos, because many times, though original, may not be understood, thus are worthless. So, try to make a logo that can be understood by the average person to make sure it will be successful!

Sample Sports Logos that Encompass the Elements of Good Logo Design

Denver Broncos



Houston Texans



Indy Colts



San Antonio Spurs



New England Patriots



New Orleans Saints



Oakland Raiders



Pittsburg Steelers



Seattle Mariners



Los Angeles Angels



Baltimore Ravens



Atlanta Braves



New York Nets



Green Bay Packers



Miami Heat



Boston Red Sox



Oakland A's



Indiana Pacers



Chicago Cubs



All Star Game



Major League Baseball



What makes a good logo?

PUBLISHED ON APRIL 2ND, 2007



Milton Glaser's *I Love New York* logo

When it comes to seeing a logo that makes you wonder, “Why didn’t I think of that?” what is it about the design that gives that impression?

My good friend Lee Newham taught me about five important design elements when it comes to brand identities. Iconic logos are:

1. **Describable**
2. **Memorable**
3. **Effective without colour**
4. **Scalable** i.e. work when just an inch in size
5. **Relevant** to the industry in question

Points one and two go hand-in-hand, because if you can’t describe what a logo looks like then how will you be able to remember it?

Point number three is important because colour is secondary to the shape and form. I always leave colour to the end of the design process, because if the mark doesn’t work in black only, no amount of colour will rescue it.

Point number four is vital for collateral, such as office stationery (pens, pin badges etc.) — all those little things that can easily be overlooked.

Lastly, the design must be relevant for the business it identifies. This is accomplished through indepth research into the industry involved, and helps to differentiate from closely associated competitors.

I’ve chosen a logo to illustrate the five points:



The above logo is for Open University (OU), “the UK’s leading distance-learning organisation.” You can view *the OU website here*, where you’ll see the design used in context (and much smaller in size).



There are a number of text layout variations, which gives greater freedom for those reproducing the logo in different formats. For example, the top right mark (above) wouldn’t fit on the side of a pen as well as the centre right version (above).

What I enjoy most about this design is the simplicity (the ‘O’ inside the ‘U’). The OU logo has evolved over the years, and didn’t always have the ‘glass’ effect—a common trend amongst today’s logos. You can *read more about logo trends here*. It’s important to remember, however, that trends don’t last, and by designing using the latest fad, your logo will become dated, fast.

Take a look at how the OU logo appeared in the past (below).



The *typography* leaves a little to be desired, but the same distinctive, memorable, scalable, describable, reproducible mark was used to set the Open University apart from its competitors.

Do you have a favourite logo that uses these five universal elements? Perhaps there’s another factor you think should be shown.

Simple is sometimes better

A complex logo can be difficult to reproduce and more importantly, difficult to remember. Better to have a [simple logo](#) for your main design, and a souped-up version (like a beauty shot for example) when a more complex version is appropriate, and/or the reproduction medium allows. Take a look at the [company logos](#) in our Showroom to get an idea of what we created for others.

A logo doesn't have to convey what your company does

More often than not, [business logos](#) don't actually portray what the company does. Or creates. Think the **McDonald's Golden Arches**. No hamburgers. Think the **FedEx** logo. No trucks or planes (though a [cool 'hidden' arrow](#)). Think the **Nike** swoosh. No sneakers or golf shirts. etc. While sometimes having a logo that portrays an element of the company is appropriate, it's often better to have a [corporate logo](#) that's graphically void of detail – a logo that can be adapted to whatever direction the company takes. Think the **Apple** logo. True, it is an apple. But there's no indication that it belongs to a computer company. That's a pretty cool thing – the **Apple** logo looks just as cool on an **iPod** as it does on the top of a **Powerbook**.

Size matters

Your [new logo](#) needs to reproduce at a variety of different sizes – particularly on the smallish side. Overly complex logos can 'gum up' when reproduced as a very small image. Think [business card design](#), fax header. How about a key chain? Or a ballpoint pen? Take a look at the Nike 'swoosh'. Not a very dynamic logo but it is recognizable on a shirt sleeve on the television where a complex logo wouldn't be. Think of your logo as a mega-sized image as well. Like a billboard. Knowing how your logo is going to be used, both in size and media, can help your designer create a logo that's appropriate in terms of complexity.

Aspect Ratios

The aspect ratio (the relationship between the height and width of a logo) is critical. A logo that is too tall and skinny, or too wide and short, is not visually pleasing, and you'll end up with all sorts of layout issues when it comes to setting up your logo in artwork, especially when combined with other graphic elements (ie: business card, websites, etc). A logo that is closer to a 'golden mean' (almost the aspect relationship of a business card) is much more pleasing and more adaptable to working in other artwork. Square is pretty cool too – circle logos are very strong visually due to their 'square aspect ratio' (see here for more on [logo aspect ratios & logo footprints](#)). When it comes to [using a logo in social media](#), a square format is pretty well it.

Disconnecting icons and text

If your [company logo](#) is to feature both an [iconic logo](#) and a textual treatment of your company name, it's best to have the elements as distinct pieces of artwork (as opposed to overlapping, intertwining, etc). This way, you'll be able to use either the text or icon solo, and the logo will still stand up. This is particularly true when it comes to [using your logo on website & blog headers](#). As you've probably noticed, **The Logo Factory** 'cog' is placed solo at the top right of every page of this website, though there is a font treatment of the company name without the cog that we use from time to time. The two elements are actually pictured together in the 'true' version of our logo.

Your logo is for your audience

Naturally, you want to like your logo (we've know lots of times were people are reluctant to use their logo as they no longer 'like' it). On the other hand, keep in mind that your logo is to appeal to your customers, and should be created with them in mind. You may be the most conservative person on the planet, but if you're trying to market to the hip-hop crowd, your sensibilities are probably different than your 'audience'. A logo that you 'like' probably won't appeal to them.

Your company's essence and 'theme'

Your logo needs to portray the essence of your company. Are you a serious company, or one that revels in being whimsical. Are you appealing to a conservative set? Then a [cartoon logo](#) probably wouldn't be the best choice. Trying to brand a sports bar or an ice cream parlor? Then a logo that would work for a financial institution probably won't cut it either. Understanding a particular industry's 'theme' is important, and where a designer's experience comes into play.

Your logo has to have 'instant impact'

Your new logo will probably not have the luxury of being in your audience's eye for a lot of time. In fact, you probably have a few seconds (at the outside) to 'grab' the viewers attention. If your logo needs to be deciphered, or has an elaborate 'back story' (see metaphor light) there's probably little chance that it will communicate the essence of your company, service or product effectively.

A tagline is nice, but not as part of your logo

A tagline (also known as a strapline) is the phrase or few words that describe a company, or the company's mission. Generally stated, taglines are featured under the logo (or in circular logos – around the logo). They're cool and all, but it's not advisable to include them in the initial design phases of your logo. Wordy taglines will require a small font that will become illegible at smaller sizes. Also, a tagline

can create a lot of visual clutter in many applications. It's always better to have that ever-so clever tagline as a separate element that you can add when appropriate, or when doing so will not interfere with the design integrity of your logo itself.

Strive to be 'different'

You'd be surprised how many clients have asked that we design logos that are very similar to their competitors. Kinds misses the point, no? The idea of your own logo is just that – your own logo. While it can be helpful to look at logos that your competitors are using (or even people in the same industry), this should never be used as a guide to creating your logo. The idea here is to be different than your competitors. To stand out in a cluttered marketplace. To have a logo that's better than theirs. Or, at the very least – different. [Avoid overused logo cliches](#) at all costs.

Color is a secondary factor in your logo

The most important part of your logo project is the design itself. Oh sure, it's nice to see your logo in the colors that you will eventually use, but in the initial stages of any design the colors are of secondary importance. In fact, most [logo design ideas](#) start off as [black and white](#) doodles and sketches. Don't worry about colors in the beginning stages of the [logo design process](#). They can always be changed, or edited later. Now, having said that...

Consider color choices carefully

Whether you utilize a two spot color, or [four color process logo](#) will greatly impact any reproduction costs in the future. While not critical in the initial design phases, your choice of corporate color will have a ripple effect throughout all your corporate 'look-and-feel' material and is a decision that should not be taken lightly in the final stages of the [design process](#).

Some web colors cannot be reproduced

In traditional media that is. And vice versa. Some WEB colors are beyond a CMYK range – meaning that the color cannot be printed using CMYK or **Pantone** spot color equivalents. To make things more complicated, sometimes WEB safe colors CAN be converted successfully. Best advice – if there's a particular WEB-safe color you wish to use, our designers will be glad to tell you of its usability is outside of your monitor. See our [working with a printer](#) page for more information.

Keep your logo 'metaphor light'

While it's nice for your logo to actually 'mean' something (i.e. – this color represents growth, this dot represents our product) sometimes clients wish to write 'War-and-Peace' with their logo's metaphors. An overworked logo is not a pretty sight. The most memorable logos are also the most simple; the memorable complex logos are often highly rendered illustrations, not a bunch of geometric shapes. Dozens of swooshes, dots and colors – all professing to 'mean' something will not mean anything to the first time viewer even though it might be a 'cool' back story to tell. Take a look at the [top 10 Fortune 500 logos](#). Pretty simple stuff. And established brands, the [Adidas logo](#) for example, sometimes don't mean anything at all.

Understand that your logo is just the beginning

True, it's an important beginning, but a beginning never the less. Don't expect your logo to single-handedly develop your company's 'brand'. Far from it. It is only by repeated use of your logo, combined with graphical elements (your marketing artwork, ads, etc) as well as the old-fashioned stuff (business ethic, customer service, etc) that will create your 'brand' or corporate image. Having said that, however, your new logo is the corner stone of these efforts, and its pretty important to get it right.

Repetition. Repetition. Repetition

You want to know why the **Nike** logo is so successful? Is it because it's a 'great' logo? Far from it. Other than being remarkably simply, the Nike 'swoosh' is painfully uninspiring. No, the Nike logo is successful because it's been seen a gazillion times more than any other [sports logos](#). On TV. On the shirts of top athletes. On the sports equipment of almost every professional sports team out there. Simply put, the Nike logo is so successful because it's been driven into our subconscious by constant exposure. And that's the same philosophy you should take with your logo. Granted, you don't have the promotional budget of giants like **Nike**, **Apple** or **FedEx**, but do what you can. Plaster your new logo everywhere. Every scrap of paper that leaves your office should feature your logo. Put it on your car (could be a tax write-off too). [Letterheads](#), Brochure. Presentation folders. Use your new logo until you're sick of it. And then use it some some more. In fact, that's a pretty good rule of thumb – at the point you're getting sick of your logo (and you'll be tempted to change it – see next tip) it's just starting to get some traction.

Don't change. (Almost) never

Logo Design: Five Key Elements for Reaching Your Target Audience

What do Nike, McDonalds, Apple, and Coca-Cola have in common? If your answer is that they are all large and very successful corporations, then you would be very correct. But that's not the only right answer. In fact, the other answer may go a long way in explaining the astounding success of these businesses — they all have distinct and memorable logos.

So why are logos so important? Well, think about it. As an individual, you want people to remember your face, right? Well, apply the same line of thinking to your business. Your business also needs a face — something that people will instantly recognize and always remember. Taking things a step further, you would also like that face to do even more — to inspire trust and cultivate loyalty. The right logo for your business can help you accomplish all these goals.

Choosing the right logo is not as easy as it may seem. You may come up with something cute and snazzy that says nothing to the audience you are trying to target. Or you could have a logo that looks astounding up on that billboard but dull and uninspiring when you place it in a newspaper ad. There are many factors you need to consider and many pitfalls you need to avoid. Here are some pointers to help you design the logo that will work best for you:

The logo should be simple.

We've all seen the Nike "swoosh." What could be simpler than that? And now try to name a logo that has been more effective. It's not easy to come up with one. The fact is that in logo design, simplicity is a very good thing. It makes a logo easily recognizable, highly identifiable, and continually memorable. It catches in the eye in almost any venue or setting. And it has a way of sticking in your mind. It may be tempting to overuse that cool new font or to try incorporating several ideas into one image, but don't do it. Instead, use the K.I.S.S. approach (Keep It Simple, Stupid!).

The logo should look good everywhere.

Think about every possible place your logo may appear and then think about how it will look in each of them. Are there a lot of fine lines in your logo? If so, it may not hold up well when you shrink the size. Are you designing your logo using bitmap graphics software? If so, think about switching to vector format. Zooming in on a bitmap graphic will usually highlight the pixels and can distort the image beyond recognition. What about colors? It's easy to fall in love with them but if you do you are falling into a trap. Start your design in black and white. Then add colors only after you are sure that the design holds up well when the colors are removed or when only one is present. Remember that you want your logo to look good on any background and in all settings.

The logo should be unique.

Your logo is your brand so make it distinctive. Nobody thinks much of a copycat. And you don't want your customers to confuse your logo with that of another company either. It's never a bad idea to look at what your competitors are doing. But when it comes to logos, use this knowledge to make your design stand apart from theirs instead of mimicking theirs. Another pitfall to avoid is downloading stock images from the web and using them in your logo. You may run the risk of copyright infringement, and even if you dodge that bullet, there is still a good chance that somebody somewhere is using that same image.

The logo should resonate with your target audience.

Your logo should be appropriate for your business but that doesn't mean it has to show what your business does. The golden arches don't have cheeseburgers on them and the Apple logo shows no sign of a computer anywhere. The important thing a logo needs to do is to speak to your target audience. If you run a children's toy store, it's not crucial to have an image of a toy in your logo or to have the word "toys" in there either. What is more important is to use a color scheme or font that is childlike and appeals to kids.

The logo should be memorable.

You want people to remember your logo and the best way to do that is to avoid having to change it every couple of years. So you should always avoid the temptation to latch on to the latest trend. Trends don't last and your logo can become very dated very quickly. Another trap to avoid is becoming font-challenged. You want your font to match your icon — but if they match too well, then the two of them may be competing for attention. You need to strike the right balance. Also, remember that too many fonts can be disturbing to the eyes and repulsive to the memory cells! Use at most two of them so that your logo will remain legible and memorable.

Your logo is your business calling card. A bad one will cause people to ignore you and a good one will get them to notice you. And a very good one will keep them thinking about you all the time. Treat your logo like you treat your appearance — make it look good. If you take the trouble to make your logo shine, you will likely see your business begin to sparkle.

Elements of great logo design include the following features:

1. Instantly recognizable.
2. Appropriate.
3. Scalable.

1. Instantly recognizable. This is where most graphic designers get too fancy and blow it. They create something hard to figure out and therefore lose the audience. The image must be memorable to be a great logo. In order to be memorable, it usually must be SIMPLE. Too many logos clutter up what they're saying with too many elements of design. Keep it simple and people will remember the logo longer.

2. Appropriate. There are several aspects of "appropriate" that matter. First, the image and font convey the right "feeling" for the product, service, or company. By feeling, I mean the image conveys the right message. For example, technology often uses "shutters" or open spaces cut into the logo, such as with IBM. AT&T uses shutters. Banks often use rectangular images, with pillars, both of these shapes convey stability. We want to know our money is in a stable place, right? So, both of those types of techniques for those industries are "appropriate" for the logo.

3. Scalable. By scalable, the logo image ought to look good in color or black and white, and it ought to look good at any size.

Three Key Elements that Ensure your Logo Strikes a Chord with your Audience

What do some of the biggest and successful organizations have in common, apart from the fact that they are big and successful? The answer is that they have a great logo. Look up any popular organization and you will find a distinct and memorable logo behind it.

The logo can very well be considered the face of your business. So it needs to be original, exclusive, interesting and must be the perfect visual representation of all that your business/company/organization/corporate stands for. It must embody the company's beliefs, values, mission, purpose and objective. It must be able to inspire trust and prompt instant recall. Yes, a logo does all these things, and a whole lot more.

As can be imagined, it's going to be quite a task to ensure that your logo is able to improve the awareness of your brand amongst your target audience. But, keeping the tips given below in mind, the task can become a little easier.

Simplicity works Best

Some of the best logos are very simple. Take the case of the Apple logo; what could be simpler than an apple with a bite, the bite was given to ensure that people don't confuse it with some other fruit. Some of the other logos that are as simple as they are recognizable are Nike, Sony, Yahoo, Google, and Dell amongst various others. Simplicity ensures that the logo can be easily recognized, wherever it's placed. Such logos, because of the inherent simplicity of their design and purpose are able to make an impression that stays long after the people have seen your logo.

It should impress wherever and whenever it is used

Your logo is going to be used across different channels of communication, and must look good anywhere and everywhere. So, you must identify the various places in which your logo might appear such as brochure, websites, banner etc. and while [designing a logo](#), you must ensure that your logo will look good if and when used in the places that you have identified. At times, you might have to decrease size of the logo, and at other times, you might want to enlarge its size by quite a bit. So, the use of fine lines, choice of graphic format, fonts, color, texture should be such that it makes the right impression whatever its size and whatever the background on which its used.

The keyword is 'Unique'

Your logo helps generate awareness about your brand and encourages brand recall. This is why it mustn't resemble any other logo. It is the uniqueness of your logo that will allow it to create its own space in the minds of the audience. You must do everything you can, to ensure that your logo is different and has its own distinct identity. Here, it's important not to take the easy way out and download those stocks images from the web and use them in your logo. Do not take a chance. You can take inspiration from various sources, but at the end of the day your logo should be your own creation and must be able to stand out from the crowd.