

ASPIRING  PANDA

P R E S E N T S

A GUIDE TO

LOGO

DESIGN

Logo designers are in high demand, and for good reason. A logo is the face of a business and is for inspiring trust, recognition and admiration for a company or product.

We live in a world where brand logos are splashed across every high street, which is why it is important to produce a logo that is unforgettable.

This booklet will guide you down the basic but essential rules and tips that make up the foundation of every great logo we know today.

The fundamental principles of logo design:

A logo must be:

1. Describable & Memorable
2. Effective without colour
3. Scalable

Describable & Memorable

A logo has to be describable, because if you can't describe it then how can you possibly remember it?

Effective without colour

Colour is secondary to its shape and form. Most designers leave colour to the end of the design process, because if the logo doesn't work in black only, no amount of colour will help it.

Scalable

The logo should work even when it is just an inch in size. This is important for merchandise such as office stationery (pens, badges, key chains etc.).

Let's use Apple's logo to illustrate these principles:



Describable & Memorable

Describable - Apple with chunk missing.

Memorable - Memorable for its missing chunk. Instigates curiosity.



Effective without colour

If you can distinguish what the logo is with just one colour, you have a winner..



Scalable

The logo is still clearly distinguishable at smaller scales.

Tips:

Along with the core principles are some tips to get the ball rolling and get you thinking outside the box.

Be unique and clever

Standing out from the rest is something many brands struggle with. It is important to create something that you believe is different from anything else out there already.

One clever technique in creating a unique logo is the visual **double entendre method**. This is where an image has two pictures wrapped into one clever interpretation of a concept or idea. Here are a couple of examples:



The name of this company is Pepperhorn. This logo takes on the form of a pepper, but it also looks like an instrumental horn. Logo designs that use this technique come off as clever and memorable. Viewers love the quirkiness and are more prone to appreciate the design because of it.



This one combines a parachute and a pencil.

Colours speak louder than words

Colours can be used to set a mood or drive home a point. It can demonstrate strength and compassion to weakness and fear. It is important to consider the message you want to portray when selecting the base colours in your own logo design.

Quick breakdown:

Red: energetic, sexy, bold

Orange: creative, friendly, youthful

Yellow: sunny, inventive, optimism

Green: growth, organic, instructional

Blue: professional, medical, tranquil, trustworthy

Pink: fun and flirty

Purple: spiritual, wise, evocative

Black: credible and powerful

White: simple, clean, pure

Brown: rural, historical, steady

Be simple and flexible

Being in the digital age means logos will appear on multiple devices and across social media. Therefore you must design something that exceeds paper. It must look great on different backgrounds, work for apps, icons, avatars and on print.

You must also keep in mind that your logo should be open to small iterative changes throughout the years. This is necessary to prevent it from feeling outdated and irrelevant.

Take the Starbucks logo for example:



Aspect Ratios

The aspect ratio (the relationship between the height and width of a logo) is vital. A logo that is too tall and thin, or too wide and short, is not visually pleasing, and issues will crop up when combined with graphic elements such as websites. The ideal ratio for a logo is that similar to a business card. Square and circle ratios are equally good to use.

Use online resources

There is a vast sea of inspiration online when designing a company logo.

Here are a few websites to get your creative juices flowing:

logopond.com

logofaves.com

logospire.com

Now that you have read our guide to logo design it's time to get creative!

Need help from an expert? Our team of designers are ready to offer advice and ideas.

For more information contact Aspiring Panda on:

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Good luck!