



Your logo is the first impression of your business or brand. It's the first thing people see. To that end it is essential to consider these 5 fundamental things to make your brand recognisable to your potential customers and clients. Your logo can be a powerful asset to your business or brand.

1. SKETCH AN IDEA

The first step is to sit with a pencil and paper and doodle some ideas of what you'd like your logo to look like. allow yourself plenty of time on this step so that you will have a clear idea of what elements you want your logo to entail. For example,

- Are you wanting sharp edges, or are you more of a fan of rounded, circular type logos.
- Are you wanting to be recognised by a symbol? For example the Nike swish or McDonalds
- Do you have a slogan that you would like to include on your logo?

Each of these aspects can be sketched into a rough idea of which logos appeal to you.

If you feel stuck on the first step, we can guide you and help you determine some initial ideas.

Alternatively, seek inspiration from other logos within your industry and within a broader pool of industries. We will spend most of our time on this first step to ensure we get the right idea of what you are looking for in a logo.

2. KNOW YOUR COLOURS

When deciding on what colours to use for your branding, it's handy to know what the common meanings of colours. For example:

- Red is the colour of energy, passion, action, ambition and determination.
- Yellow is the colour of the mind and the intellect. It is optimistic and cheerful.
- Green is the colour of balance and growth. It can also mean self-reliance.
- Blue is the colour of trust and peace. It can suggest loyalty and integrity.
- Brown is a friendly yet serious, down-to-earth colour that relates to security, protection, comfort and material wealth.

Visit color.adobe.com to determine which colours and contrasting colours appeal to you. During this process keep in mind which feelings are evoked from different colours.

3. KNOW YOUR TARGET AUDIENCE

Your logo style should suit your business. By determining who your target market is will help design a logo that appeals to them.

Some shapes to consider within your logo are:

- Abstract shapes – creativity.
- Arrows – show you know where you want to head.
- Keep in mind the direction they head and how many arrows you use.
- Circles – reflect honesty and a sense of outgoingness.
- Flowers – shows sensitivity and friendliness.
- Geometric shapes – such as squares, boxes or triangles reveals a well-organised element to your personality.
- Hearts – reflect sentimentality.
- Parallel lines – shows honesty and directness.
- Criss-cross lines – reflect a need for introversion.
- Repetitive shapes – waves and borders show an element of being in control, whereas ZigZags reveal a sense of uncertainty.
- Stars – show optimism and reveals a futuristic and creative element to your character.



4. CHOOSE THE RIGHT FONT TYPE FOR YOUR LOGO

Generally speaking there are two types of fonts that you should consider for the main body of your logo. A serif font or a san-serif font. It is essential to make sure the font is still legible when your logo is scaled down. In particular for any scripted fonts that you may have used for your tagline.

The preference is to use just one or if necessary two fonts. More than two fonts can be too chaotic and busy for your logo. Experiment with both serif and san-serif fonts and see which appeals to you most. This is also an opportunity to develop a custom font to distinguish your brand. For example, Coca Cola have developed their own custom font which is very distinguishable.

5. ENSURE YOUR LOGO IS RECOGNISABLE AND UNIQUE

Essentially, this is the outcome of designing a logo in the first place. By combining all the above elements will ensure that your logo is recognisable from a variety of angles. Don't be afraid to be different and to have a unique and innovative logo designed. In the end it may come down to two different styles that appeal to you. Together we can determine which one design truly encapsulates your business. Research suggests you need to keep it simple. Consider the best known brands such as Ford, Nike, McDonalds, Apple. Breaking your logo down to the one essential message and leave out the unnecessary elements.

If you're ready to discuss your branding needs, contact us today, and we can work together to develop your unique branding. If the above elements still haven't made it clear to you what you would like in a logo, we can take some time to go through a **branding workshop** together to determine who your target market is, what key messages you want to convey, your brand persona and story telling elements. After this process we can guarantee you will have a better understanding and together we can deliver strong branding with clear messages, for your business.