

# Logo Basics

There are a number of universal attributes of a great logo design:

## Practical

A good logo can be printed small or large, and will work in black and white as well as in colour. It will also work in various formats such as on stationery, signage and websites; in landscape and in portrait orientation.

## Distinctive

You want your logo to be unique, but not too 'off-the-wall'. A design idea doesn't need to be unique to the world, just distinctive enough so you can "own" it in your particular marketplace.

## Graphic

You shouldn't have to explain or decipher the logo for people. A great logo will communicate purely in graphic terms, and doesn't depend on verbal intellectual interpretation. This is equally true for all logo designs, whether using an icon or just a logotype. The choice of fonts, shape and colour should effectively communicate the essence of the business.

## Appropriate

The design needs to be relevant to your business, and consistent with the personality and tone you wish to convey about your business. An otherwise great logo will fail if the message expressed is at odds with management intentions.

## Simple

Simplicity of design makes a logo easier for customers to remember and recognise. A great logo will contain only one graphic idea. Thus if there's a symbol, the accompanying name should be plain and unadorned. If it is a logotype, one idea or device should make it special. The more unique the name, the simpler the graphics can be. Think clear contrast and simple shapes, with limited colours and tones.



## **Conveys ONE Message**

Great designs try to express no more than one attribute and support a single aspect of positioning.

## **Durable**

Think of the future and avoid being too trendy. A good logo will last your company as many as 15 years and give your clients a chance to burn the image of your logo into their brains.

## **Avoids Unwanted Associations**

Icons, typefaces and colours are all interpreted in different ways by different people. Look out for any unwanted or negative interpretations.

## **You Like It**

If not, we go back to the drawing board. You must be passionate and enthusiastic about your new logo.