



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

A logo has a major impact on how your customers will perceive your brand. So naturally, you want your logo to be outstanding

Your goal is to have a solid understanding of who your company/ organization is, what you believe in, what you want to accomplish and how you want to get there.

Don’t fret! This handy guide will teach you everything you need to know to design the perfect logo for you and your business.

From defining your brand’s identity and understanding what makes a great logo, to making the right design choices and navigating the design process, read on to learn how to design a logo.

Remember, you're not just designing a logo. You're shaping your brand identity.

So you want to design a logo for your company or organization. If you have the resources, our first suggestion is to hire or commission a designer.



DISINGING A LOGO

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With so many possible design choices, creating a logo that positively impacts your target audience and conveys the right emotions and messages can feel overwhelming at first.

A logo is more than just a fancy icon to put on merchandise. It is an expression of the company's brand promise and must be recognizable enough to set it apart from other businesses.

A logo is the most compelling symbol of a brand. This is because an image or single word can communicate values that thousands of written words could only hope to convey.

Learn the psychology behind colors, fonts, shape, and composition in logo design, and how to utilize it to create a logo that influences the customer on a psychological or subconscious level.

- 1. o The Work First. Many times people think the logo equals “brand.” ...
- 2. Keep It Simple. The best branding is classic and timeless. ...
- 3. Integrate Voice Of Employees. ...
- 4. Think Of The Emotion You Want To Convey. ...
- 5. Start With The Brand Story. ...
- 6. Make It Memorable. ...
- 7. Go With Your Gut. ...
- 8. Keep It Minimal.

- 1. Understand why you need a logo.
- 2. Define your brand identity.
- 3. Find inspiration for your design.
- 4. Check out the competition.
- 5. Choose your design style.
- 6. Find the right type of logo.
- 7. Pay attention to color.
- 8. Pick the right typography.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?