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| GOOD DESIGN | BAD DESIGN |
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| The above design is a good design of a logo because:   1. The logo is uncluttered and easy to read. 2. The colours are contrasting on the colour wheel and therefore suit each other. 3. The title is clear and will be eligible at any size. 4. The style of the graphics evokes a mysterious or forbidden message to the viewer enticing them to investigate further and therefore potentially visiting the company website and becoming a sales opportunity. | The above design is not a good example of a logo because:   1. The logo title is very hard to read as the colour of the text has no contrasting relationship and is lost in the background. The vertical format of the main part of the title does not read naturally. 2. The logo has too many overlapping and distracting elements which complicate from the overall graphic structure. 3. The logo would not scale well at all as elements would become even harder to distinguish at a smaller size. 4. There are no eye-catching features in the logo giving the viewer no reason to interact with the company product. |