

Logo

With an artist's name comes a logo, so let's get started! Your logo will be the thing that people recognize, and it will give them their first impression of your brand, so it should be a perfect visualization of what you want to send out to the world.

Example: If you are an artist whose strong points are being funny and making happy music, it might be a good idea to create a logo that represents that feeling. Colorful and playful could be the keywords you're looking for. On the other side, if you make deep techno, it might be wiser to create a minimalistic art and dark black and white logo.

If you know how to use design software yourself, it should be easy to develop a logo. Like most people, if you're not, it's best to outsource this since your logo will be essential during your career.

Here are a few options to get help:

- Ask a friend who can design a logo for you.
- Post a message on social media asking for a logo design; you'd be surprised how many people in your network can help. (Sometimes even for free to expand their portfolio)
- Hire professional thought platforms like [fiverr.com](https://www.fiverr.com) or [brandmark.io](https://www.brandmark.io). I would advise you not to spend more than €75 on a logo. It is vital to have the logo in .PNG, .JPG and .PSD files so it is easy to use later. It can be helpful to create a small icon logo for your website.

Example logos:

Tiësto Logo & Icon



Martin Garrix Logo & Icon

