



What makes certain logos **stand out**?

Think of FedEx, ABC, Showtime, Nike and Chase before you answer. Definitely, one could ascertain that there are certain qualities that make some brands easier to distinguish and more memorable than others.

Consider these five constructs to designing effective logos:

Quality 1: Simple but Distinctive

- Simple but distinctive designs are easy to recognize at a glance.
- Additionally, people are drawn to clean, uncluttered designs.
- These distinctive logos are also memorable, timeless, versatile, and relevant.

Quality 2: Proportionate (aspect ratio)

- Logos work best as units similar in height and width.
- Also, when the logo is proportionate it allows it to be repurposed easily, as a good logo should work well from a business card to a billboard size.

Quality 3: Limited Color Palette

- Typically the best and most recognizable logos use either one or two colors.
- Limiting your color palette allows the selected colors to clearly convey personality and emotion/mood.
- When designing remember that all logos are initially created in B&W for printing, faxing, and photocopying needs, and then translated into color.
- Also, remember that they should be easily adaptable to different platforms (from web to print) but maintain the same look.

Quality 4: Legible Typography

- Two-thirds of most logos are designed with sans serif typefaces.
- If you want a distinctive script or grunge font remember that you still need to choose a typeface that is easy to read.

Quality 5: Captures the Personality of the Company

- A logo design should clearly express a company's identity: who they are, what they do, how they work, and how they want to be seen by the world.
- Moreover, one should clearly be able to distinguish a company logo from competitors.
- The logo should be one-of-a-kind (the company should be able to trademark the logo with the U.S. Patent and Trademark Office and officially own the design as their intellectual property).