

How do I start designing a logo?



These are the steps you need to follow:

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.

7 Steps to Design the Perfect Logo

1. Determine Your Audience. The first step to creating a great logo is knowing who your audience is. ...
2. Define Your Brand. Your logo should communicate your brand's message, values, and identity. ...
3. Brainstorm. ...
4. Check Out the Competition. ...
5. Keep It Simple. ...
6. Pick the Right Font. ...
7. Pick Your Color.

What are the golden rules of logo design?

Golden Rules of Logo Design

- One Color for Logo. So, what does it mean to stick with one color? ...
- Prioritize Simplicity. Simplicity is always the first preference for any brand. ...
- Choose Font Wisely. ...
- Less Special Effects. ...
- Sketch It Again and Again. ...
- Make it Appropriate. ...
- Must be Unique and Distinguishable.

The full form of logo stands for **Language of graphics-oriented**. The term LOGO is a symbol which is used to recognize a public identification of a brand or company.

A logo is a **graphic mark, emblem, symbol, or stylized name used to identify a company**, organization, product, or brand. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company's name if it has sufficient brand recognition.

Why do we use logos?

Logos are **a point of identification**; they're the symbol that customers use to recognize your brand. ... Because a good logo is a visual, aesthetically pleasing element, it triggers positive recall about your brand that the name of your company alone might not.

VISION, MISSION, VALUE STATEMENT, TAG LINE

What is a Vision Statement?

A vision statement describes what a company desires to achieve in the long-run, generally in a time frame of five to ten years, or sometimes even longer. It depicts a vision of what the company will look like in the future and sets a defined direction for the planning and execution of corporate-level strategies.

Vision statement gives the company direction. It is the future of the business, which then provides the purpose. The vision statement is about what you want to become. It's aspirational.

Vision statement questions look like:

- What are our hopes and dreams?
- What problem are we solving for the greater good?
- Who and what are we inspiring to change?

The vision statement promotes growth, both internally and externally. A strong vision helps teams focus on what matters the most for their company. It also invites innovation. A purpose-driven company envisions success as a whole, because they know what success means for their company.

Key Elements of a Good Vision Statement

While companies should not be too ambitious in defining their long-term goals, it is critical to set a bigger and further target in a vision statement that communicates a company's aspirations and motivates the audience. Below are the main elements of an effective vision statement:

- Forward-looking
- Motivating and inspirational
- Reflective of a company's culture and core values
- Aimed at bringing benefits and improvements to the organization in the future
- Defines a company's reason for existence and where it is heading

Mission statement

A mission statement is used by a company to explain, in simple and concise terms, its purpose(s) for being. What its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation. It is usually one sentence or a short paragraph, explaining a company's culture, values, and ethics.

Mission statement drives the company. It is what you do/the core of the business, and from it come the objectives and finally, what it takes to reach those objectives. It also shapes your company's culture.

Mission statement questions look like:

- What do we do?
- Whom do we serve?
- How do we serve them?

Definition of vision and mission:

A vision statement focuses on tomorrow and what an organization wants to ultimately become. A mission statement focuses on today and what an organization does to achieve it. Both are vital in directing goals.

Vision and Mission Statements Difference

An organization's mission defines the overall purpose of the organization. It paints a picture of what the organization currently is and will be doing for the next one to three years.

Conversely, the vision statement describes to where the company or organization hopes they will be going in the future if they can fulfill their mission.

The mission statement describes what you do, who you do it for and the benefit that it provides. It's usually a short statement — something that all employees can easily recite and be proud to wear on a T-shirt.

The vision should be worded so that it provides guidance and inspiration. It's a forward-thinking statement that should be fulfilled in the five- to 10-year time frame.

Value statement

The values statement highlights an organization's core principles and philosophical ideals. It is used to both inform and guide the decisions and behaviors of the people inside the organization and signal to external stakeholders what's important to the company.

A values statement lists the core principles that guide and direct the organization and its culture. In a values-led organization, the values create a moral compass for the organization and its employees. It guides decision-making and establishes a standard against which actions can be assessed.

The values statement defines what the organization believes in and how people in the organization are expected to behave—with each other, with customers and suppliers, and with other stakeholders. The **value statement** should show **what the company believes in**. It's the backbone which can be referred back to as context for what to do next, how to act, and so on. Think of it as a set of guidelines which demonstrate the “soul” of the company to whoever reads it.

Value statements are good guidelines for culture, marketing, and more

A value statement shows what a company prioritizes and deems important. If done well it can also demonstrate some of the personality in the culture to go with the brand name.

This can be used as an anchor across almost every aspect of the company.

Differences between taglines and slogans

A slogan is more advertising focused, and a tagline is more public relations focused, meaning slogans are used to sell an item and taglines raise awareness about the overall brand. Unlike slogans, taglines don't tell customers what your company does

Taglines are typically seven words or fewer, while a slogan is nine to ten words. Because slogans include the business's entire mission, they contain a higher word count.

A tagline is used to define a product or company while a slogan is used to define a certain campaign where the company is taking part in.

3. A tagline usually lasts for a long time, while a slogan can be short lived or long lasting depending on its success.
4. Although both are used to promote products, taglines are geared towards making a distinct impression with an audience that stays with the audience's memory, whereas slogans are more subtle.

Tagline

In business, a tagline is one or two phrases that provides clarity, entertainment, or emphasis to help highlight a brand's mission, purpose, or culture. Taglines help consumers feel more connected to brands.

You might have noticed that, in television commercials, taglines are repeated multiple times. The reason for that is to get those taglines stuck in your head.

Skimming

It is a process of reading a text or the passage in order to get a rough idea of what the text or passage contains. It is a rapid reading technique that prepares the reader for detailed reading. The main objective of skimming is to understand the central idea and the main points of a text. Its main purpose is to assemble main ideas contained in the text.

People often skim when they have lots of material to read in a limited amount of time. E.g. preparation during the exam time; browsing the NET Skimming is essential for better understanding of a text. Skimming should answer the following questions about text.

1. What is the overall purpose of the text?
2. What is the central idea or theme?
3. What is the logical organization? (general to specific, specific to general, chronological, more important to less important, less important to more important, and so on,)
4. What does the author intend to do? (describe, instruct, report, narrate, explain, argue, persuade, illustrate, and so on,)
5. What are the main points of the text?

Scanning: Scanning refers to the ability to locate specific information or facts as quickly as possible. The reader runs their eyes down the pages with the purpose of finding answer to a question. While trying to look for the meaning of a word in a dictionary or looking for a telephone number in the telephone directory, we scan and try to look for specific information. Scanning is an important rapid reading technique, which provides better comprehension while reading a scientific or technical text. It may serve several purposes.

- a. A specific point or fact in a text,
- b. Relevant graphic details,
- c. A formulae in a text,
- d. A word in a dictionary
- e. Train or television schedules,
- f. Any reference or bibliographical listings,
- g. Examinations results, or
- h. Any notes/questions/remarks at the end of the text.

The following suggestions will help to increase proficiency at scanning

1. Know what you want to find
2. Do not read everything

Intensive reading

A detailed study of the text or passage with a purpose is called Intensive reading. It demands better concentration and motivation. The three rapid reading techniques of prediction, scanning and skimming prepare the reader for intensive reading. It provides the reader better comprehension and helps to retain the information. Intensive reading skills include distinguishing between relevant and irrelevant information, facts and opinions, explicit and implicit information, examples and ideas, draw inferences and conclusions.

Advantages: It is very essential for the lower classes. The reader tries to understand the meaning of every word.

Disadvantages: the reader has physical strain causing tiredness. It is used only at specific occasions. It is a time consuming process.

Prediction: To be an efficient reader one needs to learn and practice prediction techniques.

Prediction is a rapid reading skill. It refers to the process of reading quickly in order to guess the information that a passage or text contains. An efficient reader is able to think ahead, hypothesis, and predict. Prediction about the content of a passage are generally based on headings, sub-headings, one's background knowledge of the subject, graphic or non-verbal context such as graphs, diagrams, charts, and so on as well as linguistic clues. In order to predict and respond to the content of a text, the reader should run his/her eyes through the text, as fast he/she can in order to predict the information that the text contains. He/she should pay particular attention to the heading, the sub-headings, the first paragraph, the first sentence of each paragraph, and the topic sentence in each paragraph. He/she should also use his background information to get an idea about the content of the text, and interpret aids in the text that might make reading faster and easier.

ORAI

ORAI is an iOS app that serves as your speech coach. Orai promises to make anyone become a better public speaker via artificial intelligence. You recite your speech into the app, and it sends the recorded data to the cloud, where the AI analyzes it.

Orai (iOS) is an app that provides you with instant feedback. It gives a report on your clarity, use of filler words, pace, and vocal energy.

For instance, the app tracks the number of “ums” that you utter and points them out to you as unnecessary filler words that are signs of hesitation. It also tells you how clearly you are enunciating words and counts the number of words that you say in a minute, monitoring the pace of your speech. And Orai measures the “energy” of your speech, like whether you speak in a monotone that will put people to sleep or whether you emphasize certain words. Orai offers you a safe environment to practice in, giving you positive reinforcement and practice.

“No one is born a great communicator; it takes practice,” says Audrey Mann Cronin, founder of the communications firm Say It Media. “Strong communication skills—the ability to be a powerful, persuasive, and articulate speaker—can be pivotal to success.”

Fortunately, technology can help. From too many “ums” to too many butterflies, apps can help you get over these four speaking fears so you can impress your listener.

Using filler words

Nervousness

Forgetting what you’re going to say

Having too little or too much to say

Orai includes vocal exercises to perform for a few minutes a day to help train and improve your speaking habits. It also includes speaking prompts that are graded and provide feedback.