

How to Make Your Own Logo

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a presentation by

Buddy Boor



Mightybytes

Howdy, I'm Buddy



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Ecograder



A logo – What
is it actually?





A logo is a flag, a signature, an escutcheon.

A logo doesn't sell (directly), it identifies.

A logo is rarely a description of a business.

A logo derives its meaning from the quality of the thing it symbolizes, not the other way around.

A logo is less important than the product it signifies; what it means is more important than what it looks like.

Oh my god they're everywhere

YAHOO!



BBC



Walmart



Coca-Cola

FedEx Corporation

Google



NOKIA
Connecting People

HONDA
The Power of Dreams



IBM



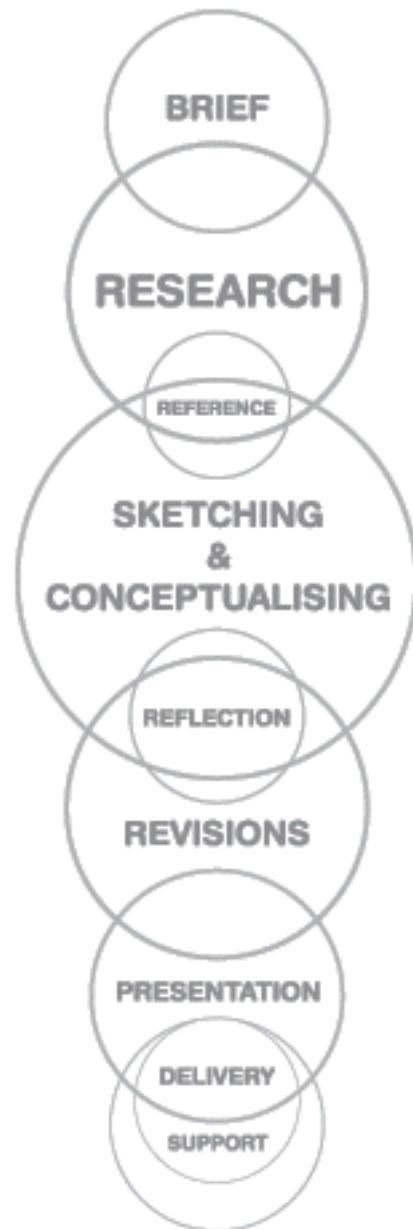
TOYOTA



Mobil




There's not one way – but the paths have been blazed for you




This is all we'll worry about today, because this is for us, not a client

The Brief

- Wait! I thought you just said this wasn't for a client!
 - Correct, but you still need to understand how where you want to be in the marketplace.
 - Consider your brand positioning – are you cool, fun, stoic, serious?
 - Avoid adjective inflation
 - Know your context
 - Exercise – Finding where you stand
- 

Research

- Know where your competition lies
 - What about the industry? – how did companies drum up business historically?
 - You can even look up past ad campaigns, etc. – logos don't live in a vacuum, they need context
 - Problem solve first, design later
- 

Reference

- Fun, much more positive aspect
- Find logos/brands that resonate with you
- Discover symbols that may be correlated with your business
- Beware of trends!
- Also don't totally rip off your favorite design

Sketching & Conceptualizing

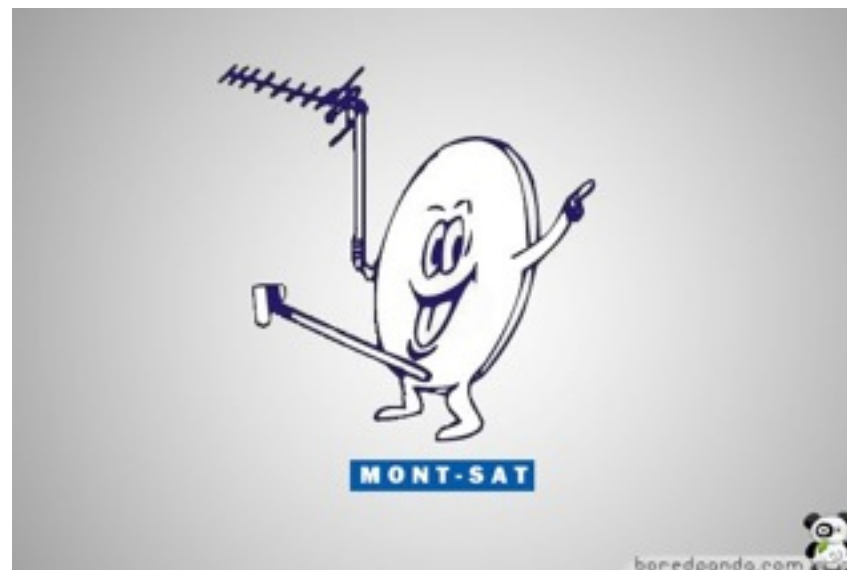
- IMHO – The most important part!
- I start with a minimum of 30 my first round
- Vital to iterate fast – improve upon an idea or leave it behind
- Stay the #*!\$ away from the computer right now

Reflection – or – the kill phase

- Take breaks
- Revisit
- Pick a handful that's working, but be ruthless

Reflection – or – the kill phase

It's the perfect time to make sure your logo doesn't do this:



Revisions

- Please go back to slide 12

Translation/Production

- A sketch doesn't pass as a logo
- Always use vector – avoid Photoshop
- Adobe Illustrator is my favorite
- There's a slew of options: Illustrator, Inkscape, Vector Paint, Logo Yes
- Beware – some online tools steal other people's logos and resell them as 'assets'

Thank You

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