

Basics of 1 logo design

This is a Supplementary handbook to the course : Create and Animate Professional Brand Logo in Powerpoint.

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BASICS OF LOGO DESIGN

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WHEN WE LOOK AT SOMETHING,
WE DON'T READ FIRST. BEFORE
ANYTHING ELSE WE SEE SHAPE,
WE SEE COLOUR, AND IF THAT'S
ENOUGH TO HOLD OUR
ATTENTION, THEN WE'LL READ.
”

DAVID AIREY



Thanks for purchasing the course "Create and Animate Professional Brand Logo in Powerpoint" Although I have strived to give technical aspects of creating a logo in PowerPoint, the theoretical concepts are not a part of the course. This book aims to enrich the reader's mind with theoretical aspects of logo creation and give them a head start in their entrepreneurial journey.

For many entrepreneurs, creating an impactful logo is often a challenge. Whether you are a start-up on a lemonade budget or a seasoned entrepreneur, it is essential to establish a brand logo before you shout your ideas to the world.

In this workbook, we'll walk you thru from understanding basic concepts of logo to practical steps to create one. This book also enlists the best sites for downloading royalty-free music, images and fonts that saves a huge chunk of money.

What is a logo ?

Well, to answer this, are you able to answer this question:

Who is your best friend?

What came to your mind first?

Your friend's face? Right?

That's what a logo does to your company. It's the face of your company that identifies your brand. A logo is a symbol made of text and imagery that recognizes a business, represents its value and plays a huge role in brand identity. It's a signature that vouches for your websites, business cards and assures values to your client.

Whenever you think about any famous brand, you'll recognize it through its logo. A Logo is some things that represent your brand and features a specific meaning. Let's believe in several famous brands.

McDonald's - Yes, you imagined that golden arch 'M' inside your head

Nike - The tick ran inside your head isn't it? It's called The Nike Swoosh

By calling the names, you'll immediately recall the signs representing these brands. Therefore, a logo is that the very first thing people notice about your business.

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

– Paul Rand

A good logo can do this stuff to your brand:

- ✓ It can grab the eye of individuals or your target customers
- ✓ It can become an unforgettable and undeniable memory within the minds of your stakeholders.
- ✓ Builds Trust and Establishes an Emotional Connection & Proof of Your Professionalism
- ✓ As time goes and your brand grows, a logo ensures trust and loyalty to the surface world.

How do I get my logo right?

- How do I create a logo that resonates with the industry and target audience?
- What type of logo do I want to design?
- What kind of typography do I need to use?
- How do I choose an appropriate color pallet for my logo??

These questions aren't going to answer themselves. I'm here to clarify and show you how an iconic logo can be created by following the below principles.

Principles of Effective Logo

1. Keep it simple.

Complicated graphic elements can confuse your audience, and sometimes they fail to convey your niche. On the other hand, a simple logo not only gains attention but also retains in the client mind for a longer time.



Apple Logo

The bitten apple is the most recognizable brand logo. Without complicated graphical elements, typography and color, it conveys design style, innovation, and reliability.

2. Make it Memorable

While your clients' experiences and relationships are intangible, a logo gives life to it with its tangible presence. Make sure it's a memorable one.



Starbucks Logo

"The Siren is our muse, the face of our brand. Her image and our strong wordmark are our most recognizable brand assets"

Starbucks Creative Expression

The twin tail mermaid signifies the maritime history of coffee and Seattle's seaports, the city where Starbucks originated. The siren logo is alluring, and it replicates their authenticity. Combining confidence and compassion, this siren logo creates everlasting memory in the minds of the audience.

3. Long Lasting

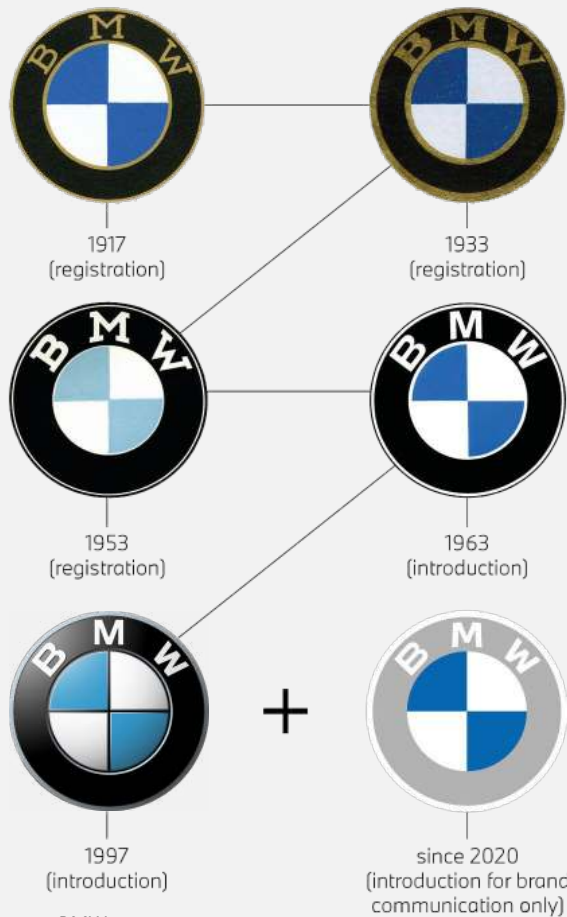
Once you create your logo, you should be using it at least for a decade or more than that. So, don't cling to seasonal design trends that make your logo outdated. Ask yourself where you will brand stand in the next ten years and if the logo still matches your expectation, then keep it up.

Changing your logo often confuses clients & exhibits your lack of vision and mission in building your brand. So, keep this in mind while creating your logo.

Few corporate logos are being used for more than a century with a minor tweaks and proven to be a goodwill for them. To name a few Coco Cola, John Deere, Johnson & Johnson, General Electric and Good Year.

“Logos survive because they can adapt to countless formats”

– Sagi Haviv



Evolution of BMW Logo

They've kept the concept and color palette the same but performed minor tweaks over the decades to create a brand presence so strong and recognizable.

4. Versatile

A company promotes its brand all the times, through different modes and products, be it a pen, letterhead or a giant billboard.



Coco Cola Logo

A versatile logo should look good on a White and Black background. When minimized to the letter pad or scaled to the billboard's size, It should make his best impression while gaining attention.



Coco Cola logo is one such example. It looks magnificent with different sizes and hues.

5. Appropriate

“More rationale decreases subjectivity”

– *Sol Sender*

A professional logo should fit its brand audience and resonates with its industry. When designing one, you need to make sure it will represent the business the right way. We can't go with a feminine or elegant logo for a sports team or vehicle. For such an industry, the logo should be bold and powerful.



Houston Astros Logo

Appropriate Font: Geometric serif typeface boasting excellent legibility.

Appropriate Color: The color of white font in dark blue with orange border talks its boldness.

Appropriate Logo Type: Emblem logo establishes its power and authority

Type of logo design

Logos are not just typefaces or images. Logos are symbols of your brand that exhibits your personality and attitude.

So, you are about to create your logo, but you have no idea what kind of thing you're looking for? Let me categorize it for you and let you choose based on your brand.

1. Wordmark

Wordmarks are just unique typographic styled logos without images or icons. This type of logo is simple and straight forward in expressing its brand name and establishing its trust.

The selection of unique fonts and colors plays a significant role in Wordmark Logos. These types of logos go well with corporate identity.



Disney Logo

Disney created this typeface themselves to showcase their unique personality. It's simple and, at the same time, helps to recognize and make an instant connection with their brand.

2. Lettermarks

The lettermarks use just initials or abbreviations to form a logo representing its brand. The exclusively typographic is ideal for businesses that have long names or those that are difficult to pronounce.



McDonald's Logo

The best example of a letter form is the 'M' of the McDonald's logo represents the perfect blend of letterform and symbolism.

3. Emblems

Since ancient times, these kinds of logos are considered powerful and authoritative.



Harley Davidson Logo

The iconic logo of Harley Davidson signifying a sense of strength, stability, and authority with a proper fusion of emblem,

rectangle shape, and contrasting color. Emblem logos are popular with the Transport industry, sports team, security companies and educational sectors. It looks majestic when printed in metal, T-shirts, and billboards, but when shrunk down to use for a favicon, it may lose its legibility.

4. Pictorial marks

Pictorial marks are unique icons or images that directly represents your brand. Without typography or complicated graphic elements, these logos are simple yet easy to recognize your brand. Pictorial marks work like a charm in corporate identity, but they will misguide your industry's audience if you are not a well-established brand.



Twitter Logo

The famous Twitter logo that resembles mountain bluebird is a great example of the pictorial mark logo.

5. Abstract marks

Abstract marks translate a complex descriptive idea to abstract symbols. With the use of unique

shapes and colour combinations, these types of logos represent the organisation's value or nature without giving a direct message.

Abstract logos are always modern and meant to be future proof. The more it is simple and visually appealing, it can travel decades without any noticeable change.



Spotify Logo

This modern and minimalistic abstract logo consists of a green circle with three frequency waves inside, represents the association of sound and movement.

6. Combination Mark

This influential style incorporates both text and images, providing an effective way to get across far more than just your name. This typography and icon can be used together or separately based on different scenarios and hues.

This type of logo is adaptable and travel through the decades, making your logo a future proof asset.



Dove Logo

Dove logo combining both typeface and picture that can really fit many products and marketing materials.

7. Mascot Logos

Mascot logos are primarily an illustrated character representing an image of a name or person, and sometimes your business's product. This logos appeals to children and family most of the times works well with the food industry and gaming industry. You might want to avoid this logo when you want to have a serious corporate identity and representation as mascot logos represents a friendly image and natural character.



Quaker logo personifying trust, positivity and connection that appeals to the audience.

Typeface



The typeface you choose for your logo significantly impacts the design elements and indeed expresses your brand's personality. It's good to experiment with various fonts such as serif, sans serif, geometric serif and script and choose that suits your industry.

Whether your brand is **bold & strong** or *elegant & italic*, font says it all. Even by changing between UPPER to lower case, you will have a drastic shift from formal to the casual brand.

Tips: Go to font websites and type your company name. You can see with each font the personality and attitude of your brand changes.

Fonts and Personality

Different type of fonts reflecting brand personality and emotions at a glimpse.

SERIF

Traditional , Trust , Respect, Royalty, Authority and Formality.

SANS SERIF

Clean, Modern, Minimal and Neutral

SLAB SERIF

Solid, Bold, Stability and Confidence.

Script

Elegant, Sophisticated, Stylish and Personal

Use fonts to your advantage without compromising its legibility. Try combining different type of fonts with logo and tag line to give a variance and vibrance.



Best Sites to Download Fonts

<https://www.1001fonts.com/>

<https://www.dafont.com/>

<https://fontsarena.com/>

<https://www.fontspace.com/>

<https://www.fontsquirrel.com/>

<https://fontzone.net/>

<https://www.wfonts.com/>

<https://www.freefonts.io/>

<https://fonts.google.com/>

<https://unblast.com/>

<https://www.urbanfonts.com/>

Colors

Once you decide what logo type is right for your brand, the next big decision is color. Choosing right color for your business may not be easy as it looks. You have to choose a color that represents your business over your favorite color. Colors give instant emotion connection to your audience, so choosing right one will enrich your brand in plenty of ways.

Colors Representing Moods & Emotions



Red : Powerful and Passionate
Confidence - Energy – Intensity



Orange : Playful and Enthusiastic
Excitement - Warmth – Creativity



Yellow : Fun and Friendly
Happiness - Optimism – Caution



Green : Youthful and Earth-Friendly
Health - Tranquility Freshness



Blue Calm and Logical
Trust - Stability – Peacefulness -Trust



Purple : Luxurious and Wise
Royalty - Wealth – Success



Pink - Feminine and Sweet
Femininity - Warmth – Energy



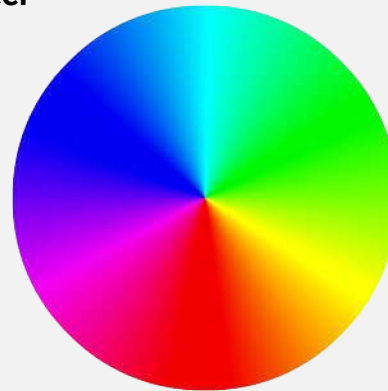
Black - Serious and Sophisticated
Elegance - Seriousness – Exclusivity

Use Color for Choosing Logo Color.

Use color wheel to use a balanced color combination in your logo. Below images are excerpted from Adobe Color Wheel. Please check out their website before deciding the color palette for your logo.

<https://color.adobe.com/create/color-wheel>

Color Wheel



The color wheel is set up in such a way that any combination of colors you choose would look balanced. Many basic design variants have been developed over the years, but the most common version is a 12-colour wheel based on the RYB co-ordinates. There are several color combinations that are considered appealing. These are called color harmonies or color chords, consisting of two or more colors with a fixed relation in the color wheel.

Color Schemes

Consider using one of these color schemes in your logo to have a balanced vibration.

Complementary Color Schemes



Colors that are opposite each other on the color wheel are considered to be complementary colors. The high contrast of complementary colors creates a vibrant look primarily when used at full saturation.

Analogous Color Schemes



Analogous color schemes use colors that are next to each other on the color wheel. They usually match well and create serene and comfortable designs.

Monochromatic Color Schemes



Monochromatic color schemes are derived from a single base hue and extended using its shades, tones and tints. These kinds of color schemes not only makes the logo elegant but marks its professionalism and standard.

Also try experimenting with other color schemes such as triade, tetrade, split complementary.

Useful Websites for Color Schemes

<https://coolors.co/>

<http://brandcolors.net/>

<https://paletton.com/>

<http://colorhunter.com/>

<https://www.schemecolor.com/>

<https://mycolor.space/>

<http://colormind.io/>

<https://www.canva.com/>

<https://colors.muz.li/>

<https://colorhunt.co/>

Logo Design Process



Is there a prescribed method or steps to follow to design a logo?

Definitely No. There are different designers out there. Everyone will come up with a different perspective that will lead to their own procedure, like a 5 step process or a Ten step process. One has to remember that the output matters.

A logo has to be simple to remember, but it can also have minute details to communicate your business nature. Is this statement Confusing?

Or Contradicting its first half?

Let's illustrate an example of viz., the logo of Amazon. The company is named after Amazon River. The company logo has an

arrow pointing from a to z, representing a sheer variety of products the website offers. If you look at the logo of the mobile app of Amazon, it's an interpretation of its name by having an image of the arrow pointing from a to z with a blue background which denotes the Amazon River. Therefore the logo talks for itself. Similarly, you can follow a few points that will be essential to design a better logo.

1. Understand the purpose - Design Brief
2. Study the Industry - Research Process
3. Generate and Sketch your Ideas - Get Started
4. Translate your ideas to Artwork - Design Execution
5. Preparation of the first draft - Presentation
6. Receive the feedback and revise - Iteration
7. Complete and deliver - Submission of deliverables

Understand the purpose - Design Brief

Getting to know the nature of a business is called 'Design Brief'. If you are designing a logo for your client, you will be given this 'Creative Brief'. A brainstorming session with your client or your team can help a lot if you are designing a logo for your business. By doing so, you will get to know

the taste of how the design should be, the budget for the logo and other information that has to be understood before starting the process. In simple words, this can also be considered as 'Requirement Analysis'. If you want, you can prepare a questionnaire that will have questions based on purpose, preference, budget, address and other information you find to be essential to save time, grab critical information and ease the process.

Study the Industry - Research Process

This is the discovery phase. Studying the industry is necessary to come up with a style or type of logo. Once you are done researching the market and getting a feel of the market, you can brainstorm with your client and get to know the design theme, color pattern, font, etc. Another hint here you should try to be unique from the competitor in the industry by avoiding the symbol, color or font they are using.

Generate and Sketch your Ideas - Get Started

Prefer sketching on paper before digitalizing. Scratch your head, search for inspiration if you want, jot, scribble, draw, sketch, paint and do anything else that is required but start designing for the concept. Sketch as much as you want. Let your ideas

flow into several designs. Experiment as much as you want. Label them if you want (good, bad, beautiful, apt, ugly and so on) and start filtering.

Preparation of the first draft - Presentation

Now it's time to present the logo to your team or your client. You will have to see through that the designed logo has scalability, i.e., it should be effective even if the size or color of the logo is changed. You can also present more than one logo so that your team or client is given 2 or 3 design concepts. A better understanding of the logo's effectiveness can also be understood if you can present the designed logo on Business Cards, Web Page, or any other promotional item. Use mockups while presenting to your client for giving them a realistic feel.

Receive the feedback and revise - Iteration

Get feedback from your team/client. Understand where you can cater well if there are corrections. Retouch the design or change the font if required. Revise until your team/client is satisfied.

Complete and deliver - Submission of deliverables

After achieving accuracy: Send the final files to clients or your team. Send them source files and different sizes of png and jpeg images in Gray Scale, RGB and CMYK. Include a favicon for their websites.

Tips for designing logo

- Use Grids while designing the logo to get accuracy in sizes and shapes
- Always design a logo in black and think of exploring the color later. If it is not looking good on grayscale, you may need to consider redesigning.
- Use apps such as logo lab. This website will put your logo to the test and determine where it succeeds and where it needs improvements. Balance, color, scalability, container, resolution and fit to become a favicon/app icon will be tested in such apps.
- Don't use icons in the logo, especially when inspired by websites. The same may lead to copyrights infringements.
- Avoid complex and many elements for which it will result in legibility and scalability issues.
- If you are a newbie in graphic design, try participating in design contest websites such as 99designs, designcrowd, design hill etc. You will quickly learn new techniques, understand how other designers deliver logos, and what appeals and wins the client's heart.

A logo is rarely a description of a business. A logo derives meaning from the quality of the thing it symbolizes, not the other way around.

- *Paul Rand*

- Please don't overdo it and directly picturize the industry in the logo. If the logo is for the food industry, it is not mandatory to have food in the logo. Just an elegant name or an abstract symbol will give a professional look.
- When using various color or gradients, always use color schemes to have a harmonic and balanced look.

Best Websites for Mock Ups

<https://www.freepik.com/>

<https://mockuptree.com/>

<https://www.psdmockups.com/>

<https://unblast.com/>

<https://dailymockup.com/>

<https://graphicburger.com/>



USEFUL RESOURCES

Best Websites for Logo Inspiration



<https://www.behance.net/>

<https://dribbble.com/>

<https://www.deviantart.com/>

<https://www.pinterest.com/>

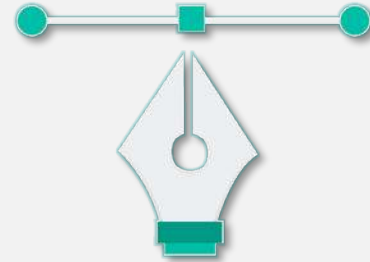
<https://www.logomoose.com/>

<https://logooftheday.com/>

<https://placeit.net/>

<http://www.logogala.com/>

Best Websites for Free Illustrations & Icons



<https://undraw.co/>

<https://iradesign.io/>

<https://www.drawkit.io/>

<https://icons8.com/>

<https://www.flaticon.com/>

<https://iconscout.com/>

<https://www.manypixels.co/>

<https://www.freepik.com/>

<https://graphicburger.com/>

<https://freebiesupply.com/>

<https://illustrations.co/>

Best Websites for Free Images



<https://pixabay.com/>

<https://www.pexels.com/>

<https://unsplash.com/>

<https://burst.shopify.com/>

<https://www.freeimages.com/>

<https://www.reshot.com/>

<https://picography.co/>

<https://picjumbo.com/>

<https://stocksnap.io/>

<https://kaboompics.com/>

Best Websites for Royalty Free Music



<https://www.avnishparker.com/>

<https://www.audiolibrary.com.co/>

<https://freesound.org/>

<https://incompetech.com/>

<https://silverplatteraudio.com/>

<https://www.free-stock-music.com/>

<https://mixkit.co/>

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To know more please visit
<https://creativecommons.org/>

**A LOGO DOESN'T SELL
IT IDENTIFIES.**

—PAUL RANDWHEN

This book enriches readers knowledge about the theoretical concepts of a logo. The book talks about the types of logo, principles, and process to create an iconic logo, from defining a logo to signifying its importance. This book also highlights using color schemes and enlists valuable web resources to find font, logo, images, color palette, etc.

The books come in handy to those who are about to start their entrepreneurial and creative journey.



Kavitha Rajagopal is the founder of Slideopedia.com. She helps organizations to build their brands and train them on MS-Office and Adobe suites. She has won International Humanitarian Award from USAID for video creation and serves with United Nations as Volunteer.

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