Practical -1

1 Design a Logo for an E-Commerce app.

A logo is a graphic design element comprised of words (typography), images, shapes, symbols and colors to identify and represent a brand, business or product. Specific types of logos come in all different shapes and sizes that run the gamut from simple text logotypes to abstract logo marks (we'll go into more detail about those soon).

What are the most important logo elements?

When deciding how to design a logo, there are a few components that should come together to create your unique style. Some logos only use certain elements, whereas others combine them all. Regardless of which of them you choose to include on your logo, it's important to be familiar with all these ideas in order to make the best choice for your brand.

Colour

Choosing your logo colors is not just about picking your favorite hues, it's a complex process that requires research and thought. For starters, understanding logo psychology will help you recognize the impact they have on brand perception, and communicate to your audience what your brand represents. The right logo color scheme can make or break your logo and influence the feelings or emotions associated with your brand.

Images

A picture is worth a thousand words, and when it comes to your logo using imagery gives you an opportunity to get your message across. Graphics in logos can be simple or complex, decorative or functional, freestanding or combined with text. Ideally, the images should be representative of the product itself or an experiential quality connected to your business.

Typography

In a nutshell, typography refers to the font style, appearance, and structure used in your logo text. Letters can be arranged differently, laid on top of one another, flipped around or

positioned in many creative ways to create an impactful logo design. Text-based logos can also be referred to as letter marks, logotypes and monograms.

Tagline

A tagline usually sits under or around a logo, and is a simple sentence, or collection of words (usually between two to seven) that captures the heart or spirit of the brand. This can be helpful to articulate what your business does, or what it represents.

What are common logo uses?

- **Websites:** As part of brand recognition, having your logo on your site helps to identify your company and develop consistency with your web presence. When you create a website, make sure that your logo is visible and recognizable for your visitors. Logos are usually placed in the header and/or footer of your site, most often left-aligned and ideally linked to the homepage. Additionally, your logo can be used as your website's the favicon, the small icon that appears in the browser window.

- **Business cards:** When you design a business card, remember it is like a small memento, something for your potential customers to remember you by that they physically get to keep. Having your logo displayed on your business cards is a perfect opportunity to jog their memory, so they will come back to you later.

- **Products, packaging, merchandise:** Big or small, including your logo on all your products and merchandise is key for recognition. It is also a great way to build trust and loyalty. Imagine somebody walking down the street carrying a bag with your company logo—it's free advertising and social proof.

- **Customer communications:** Your logo should appear in any kind of communication with your customers including emails, newsletters, campaigns and instant messaging. These exchanges need to be easily identifiable to your audience, so they can immediately know who they are speaking with. It is a reinforcement of the brand identity and adds to the trustworthiness of your company.

- **Social media:** Having your logo across your social media channels helps develop a cohesive social presence. Since social media is all about sharing, you want to make sure your photos and visuals are branded. This applies not only to posts on Instagram, Facebook, LinkedIn or YouTube, and also other platforms such as Reddit and Quora.

Internal assets: Beyond external uses, your logo serves an important and necessary purpose internally—to promote your company culture. Things like company-wide presentations, emails or training sessions should always include your logo. Furthermore, if you ever create employee swag, you want your team to wear your logo with pride. And that is something you can be proud of too.
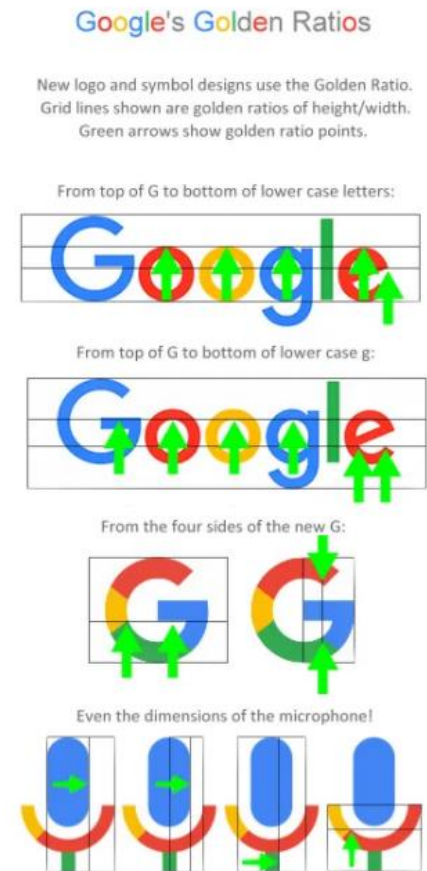
What makes a good logo?

A good logo is one that is simple, memorable, versatile, appropriate and distinctive.

- **Simple:** A good logo should be easy to understand and remember, this means avoiding complex designs that can be difficult to reproduce across multiple assets. A logo is used on a website, on physical marketing materials including print ads and signs, as well as across digital resources. It should be easy to format and look good on any asset.

- **Memorable:** A good logo should be unique and stand out from the competition. Always aim for a design that is easy to recognize and remember.

- **Versatile:** A good logo should be able to be used in a variety of mediums and sizes. It should look good in both black and white and color and it should be scalable to any size without losing its impact.

- **Appropriate:** A good logo should be relevant to your brand and target audience. It should reflect your brand values and personality and it should appeal to your customers not just you and your employees.

- **Distinctive:** A good logo should be unique and stand out from the competition. Avoid generic designs that are similar to other logos.

- **Relevance:** A logo should be relevant in order to create immediate recognition establishes a strong first and lasting impression of a brand. An example of this would be a pet walking business that features a dog on it's logo. Less relevant would be to include an image of an elephant.

- **Timeless:** A logo should be timeless for long term brand recognition. A timeless design remains effective and relevant even if trends change, reducing the need for frequent redesigns. This consistency contributes to brand loyalty and saves business resources by avoiding costly rebranding efforts in the future.

What is the Golden Ratio?

The golden ratio—often symbolized as the Greek letter Phi (Φ)—is a mathematical constant approximately equal to 1.618033987. It exists in nature, architecture, art and design. It is a factor in producing aesthetically pleasing and balanced forms. Designers apply it to create harmonious screen compositions that draw users' attention and evoke positive emotions.

The field of user experience (UX) design reflects the world around the human viewers who live in it. For users to enjoy intuitive experiences with digital products, designers must mirror the patterns and dynamics which the people who use their products find familiar. That's to say, they must match the users' mental models. Among the design principles they apply, the golden ratio stands out with its inherent sense of balance and harmony. Indeed, for web design and other user experience design aspects, it offers a time-tested formula. Designers apply it to help them create interfaces that are intuitive and engaging—and visually appealing.

My Logo Image: