

HOW TO CREATE THE PERFECT BUSINESS LOGO?



There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.

Milton Glaser



**BIGFOOT
MEDIA**



Logos and branding are so important. In a big part of the world, people cannot read French or English—but are great in remembering signs.

Karl Lagerfeld



Good design is all about making other designers feel like idiots because that idea wasn't theirs.

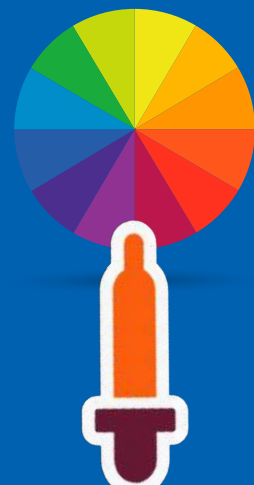
Frank Chimero

Logo designing requires creative thinking and intelligence to understand the brand message to be delivered

7 GREAT LOGO DESIGN TIPS

1 CHOOSE YOUR COLORS

Great design does not mean hundreds of colors.

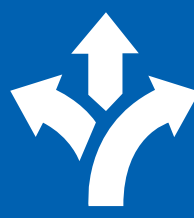


95% of the top brand's logos use one or two colors.

05% of the top brand's logos use more than two colors

2 FLEXIBLE FOR ALL APPLICATIONS

Your logo must look beautiful without colors.



Designing the logo is in your hands but publication is not.

28% of the top brand's logos use black or grayscale colors

“I like to work first in black & white to ensure that the logo will look good in its simplest form”

Patrick Winfield

3 KEEP IT SIMPLE

Don't create a confusing logo that is hard to understand.



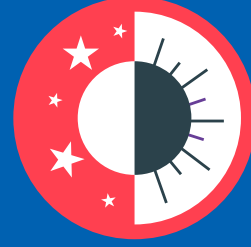
Your logo is spoiled.

93%

of the logo designs are relatively simple in form.

4 TIMELESS

The logo must be designed to endure through ages.



Coca-Cola

pepsi

The logo for Coke hasn't changed since 1885 but Pepsi is another story with more than 10 revisions.

The data is not meant to offend Pepsi lovers.

5 MAKE YOUR MARK

A logo doesn't need to show what a business sells or offers as a service



Red bull does not offer bulls.



Apple never sold apples!!!

6 CUT THE CRAP

Avoid trendy fonts and designs



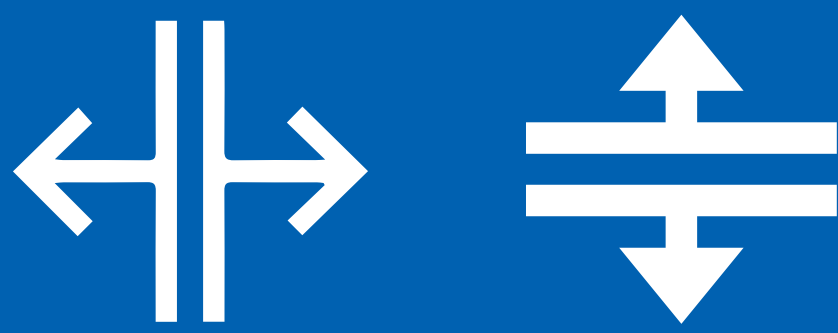
“Trends come and go, and when you're talking about changing a pair of jeans, or buying a new dress, that's fine, but where your brand identity is concerned, longevity is key. Don't follow the pack. Stand out.”

David Airey

7 HORIZONTAL OR VERTICAL

We read better when letters are arranged horizontally than vertically.

65% of the logos have a more horizontal aspect ratio.



MORE DETAILS FROM THE TOP 50 LOGOS



74% of logos used letters without symbol.

Clean & clear fonts is priority for **84%** logo designers.

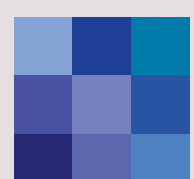


62% have logo designed in one word



The logo design includes the trademark symbol

54%



Blue seems to be the dominant color in designing.

33% of the top brand's logos use the color blue.

Sources

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<http://logodesignerblog.com/logo-design-tips-you-can-learn-from-the-worlds-biggest-brands/>