

# 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.

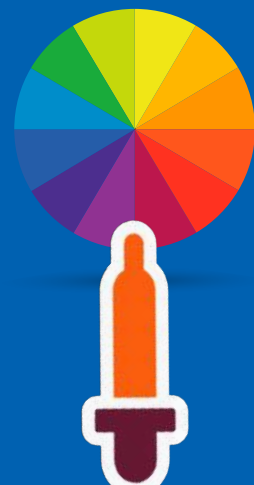
*Frank Chimero*

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.

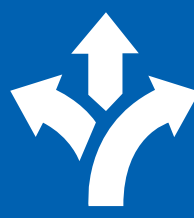


**95%** of the top brand's logos use one or two colors.

**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.



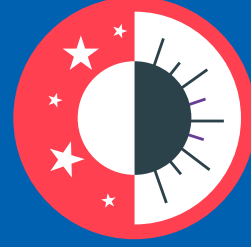
Your logo is spoiled.

**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



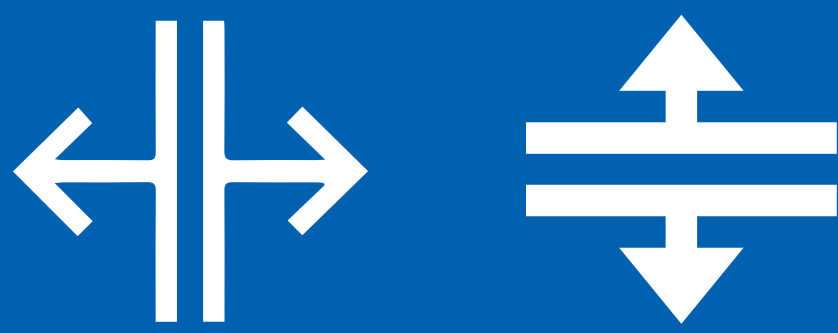
“Trends come and go, and when you're talking about changing a pair of jeans, or buying a new dress, that's fine, but where your brand identity is concerned, longevity is key. Don't follow the pack. Stand out.”

*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.

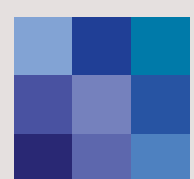


**62%** have logo designed in one word



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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