



The Official #1 Guide to Logo Design

Timeless Principles for Brands That Want to Stand Out



About the Author

George Ryan is co-founder of Flocksy, which provides a top-rated creative service subscription for a flat monthly fee since 2016.

George Ryan

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Understanding LOGO DESIGN

Have you ever seen a picture on someone's t-shirt and immediately known what it was? Maybe you've scrolled through social media and recognized a small design on an advertisement. Or, perhaps you've flipped through a magazine and stopped when a familiar picture caught your eye.





This is what happens when you have a relevant and recognizable logo. A quality logo for your business is a tool that makes consumers aware of your business and ensures that they remember your business **every single time that they see it.**

That means if Tom or Sally walks down the street and sees your logo on a shirt, then sees your logo on a bag, then sees your logo on a building, then on the side of a bus, and then they look at their phone and see your logo on Facebook, they've just been reminded of your business five times in the span of an hour! That's not just easy, passive advertising, that's advertising on steroids!

To get anywhere in business today, a great logo design is non-negotiable. It is hands down the best way to repeatedly woo your target market. **Every single glimpse of your logo is another step closer to conversion.**

When you understand the basics, you'll be able to craft a logo that attracts your target market and cements itself in their brain. So, take a few minutes and learn everything you can about logo design.

Your business will thank you.

A Quick History of LOGO DESIGN

Wells Fargo, Ford, Macy's, Pepsi; these are some of the businesses people think of when you ask them to share the oldest logos they can think of. They're not really wrong, per se, these businesses do have memorable logos that began in the late 1800s and early 1900s.

But, if you really think about it, logos began way before that.



Ancient EGYPT

Ancient Egyptians used hieroglyphics as their written language. They used various symbols and images to represent words, sounds, and ideas.

While they may not have been the visual representation of a business, they worked in the same way. **Each picture brought something to the mind of the viewer.**



Ancient ROMANS

Thousands of years after the Ancient Egyptians began using hieroglyphics, the Ancient Romans developed a method of branding cattle that used logos.

Each cattle owner had their own design that was branded into their livestock as a means of identification.



Middle AGES

In the middle ages, aristocratic families had sigils designed to represent their lineage.

These designs were put on banners and shields, **which were often carried into battle as a way to showcase their family.**



Stella ARTOIS

The first known business logo was the Belgian brewing company **Stella Artois**. In the 1300s, they created a logo to advertise their beer.



Newspapers and MAGAZINES

With the advent of regular and available newspapers between 1600-1800, logo design began to take off.

Businesses were all over the idea of advertising themselves to a wide audience, jumping aboard the logo bandwagon by designing a picture that represented them.

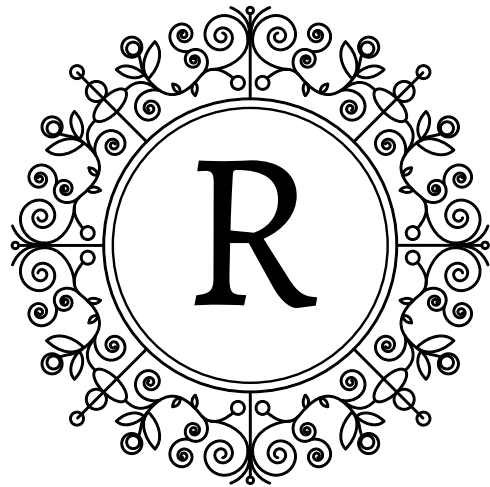
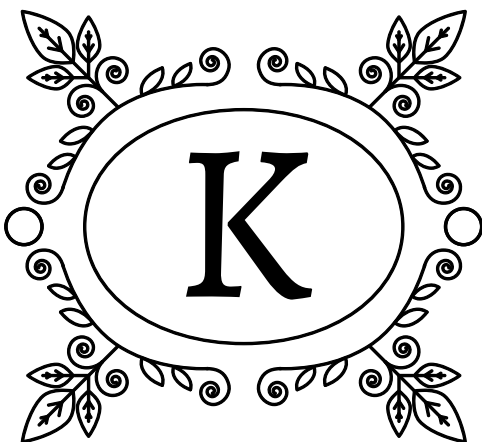
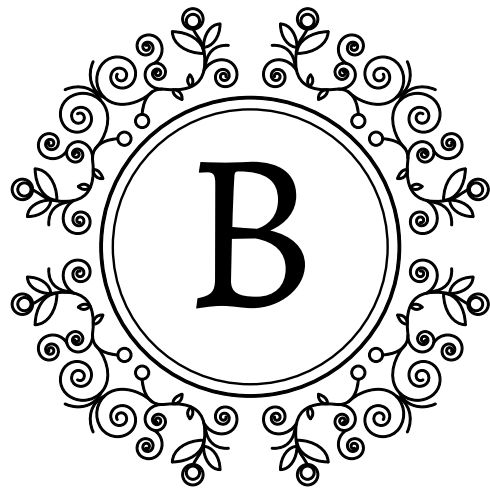
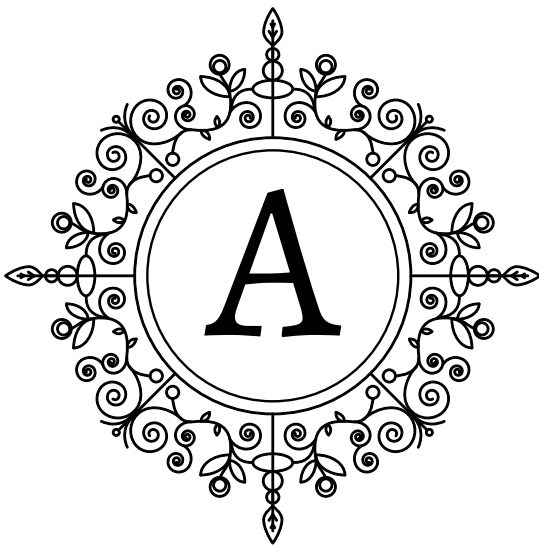


Types of LOGOS

If you're going to design a stand-out, effective logo, you're going to need to know what you're working with. Logos aren't one-size-fits-all. In fact, there are actually multiple types of logos. To design the one that best suits your brand, your marketing strategy, and your target market, you'll want to understand each type and how they differ.



MONOGRAMS



Monograms are letters arranged aesthetically with some sort of intentionally chosen font. The letters typically used in a monogram logo are the company's initials. This is a good option for businesses that have multiple words in their name. When using a monogram logo, you will want to be very careful to ensure that the font and colors you use are in line with the theme of your business.

WORDMARKS



A wordmark logo is similar to a monogram, except that instead of consisting of the company's initials, the logo is a word. The word used in a wordmark logo is the name of the business. Wordmarks work great for brands that have a very unique, memorable name, and want to make their name commonplace. Just as with a monogram, make sure and choose colors and fonts that accurately represent your business.

SYMBOLS



Symbols are known as pictorial mark logos. These are a sort of icon or graphic that represents the brand. Many established brands have icon logos that have become a sort of calling card for the business. New businesses may have trouble with recognition if they use a pictorial mark logo. However, if the symbol is effective, it can be a great way to bring awareness to your brand.

ABSTRACT MARKS



Abstract marks are a certain type of pictorial mark/symbol. While most symbol logos are a recognizable image, abstract marks are just abstract, geometric symbols. They can be a good option because they give a brand the ability to define themselves creatively with a uniquely designed symbol. It's a great way to define your business with a symbol designed just for you.

MASCOTS



Some businesses use mascot logos as a way to brand themselves. These logos are typically cartoon-like and fun. They essentially act as a spokesperson for your business, becoming a loved and enjoyable representation. Mascots are a great way to engage your target market and get them interested in your brand.

COMBINATION



CITYSCAPE

— DOLOR SIT AMET —

Combination logos include aspects of more than one type of logo. Typically they have a monogram or wordmark and a symbol, abstract mark, or mascot. Combo logos often have a picture next to or underneath the monogram or wordmark, creating a full and unique representation for the brand. These logos are a great way to build a strong and easily-recognized brand.

Basic Logo Design

PRINCIPLES

How to Get Started

DESIGNING YOUR LOGO

Once you're ready to get started designing your brand's logo, you'll want to follow a handful of basic principles. These principles will help ensure that you craft a relevant, high-quality, well-received logo.



Determine Your TARGET MARKET

Business is all about the customer. Without customers, there is no business. That's why almost every move you make with your business needs to deeply consider your target market. The basic demographic that you expect to become your customer should affect every decision that you make, including your logo.

It's important that your logo is something that stands out to your target market, grabbing their attention and enticing them to learn more about your business. That means you need to do the necessary research into your ideal client and the people you're trying to reach. Understand their values, their interests, and their preferences. As you design your logo, you'll be able to create something they'll love.



Remember: LESS IS MORE

Have you ever seen a really busy logo?

It could have multiple colors and fonts, varying sizes, maybe even more than one icon. Busy logos might seem fun at first, but they're distracting and end up being way too much.

People are drawn to the simple. Logos with fewer components are more likely to draw them in. Instead of pulling out every creative element you can think of, remember that less is more. You don't want your logo to be too busy, confusing people and scaring them off. Make sure every part of your logo is beneficial, encouraging your audience to learn more.

Choose Your LOGOTYPE

Monogram, wordmark, symbol, abstract marks, mascot, or combination? You know the different types of logos so decide which one will suit your business best. Monograms or wordmarks are often a great option for new businesses. They are useful as a way to get your name out there and make it commonplace. However, you're not going to want to change your logo often, so if you think you may end up wanting some sort of symbol, a combination logo might be the way to go.



Create a **ROUGH DRAFT**

Coming up with a creative, unique, and effective design is going to take some time. You're most likely not going to know what you want it to look like until you've tried some things out. Take the time to sketch out your ideas. Play with the details until you've come up with something you love.

Once you have a basic idea of what you want your design to look like, create a rough draft. Experiment with your rough draft, show it to people, get an idea of how it will be received. The more time you take, the more intentional you are, the better your logo will be.

Be Intentional with **FONTS AND COLORS**

Choosing the right fonts and colors is a huge part of creating a great logo. Everything you choose in your design will become a part of your branding. The colors and fonts you use in your logo will come to define your business for years to come. Make sure you choose fonts and colors that align with the overall voice of your company. Explore different combinations to find those that look great together and fit your overall theme. Keep them simple, sleek, and relevant to your business and your target market.

Make Sure it's unique, customized, and something **YOU'LL LOVE FOREVER**

One goal of intentional logo design is to create a logo that you love and won't want to change. The more often businesses mess with their logo, making changes or starting over altogether, the more setbacks they experience. When you craft a logo and send it out into the world, you're telling consumers that is who you are. That logo will be what they look for when they're searching for your brand or your products.

If you end up making a bunch of drastic changes to your logo, you're going to confuse people. A lot of people will have to start over on your customer journey. Instead of having false starts with your logo, take the time and make the effort to really design something worthwhile. Make sure your logo is unique and customized to fit your brand. Make sure you love what it looks like and be sure that it represents you well. Don't commit to a logo until you're certain that it's exactly what you're looking for and that you'll love it for years to come.

| In CONCLUSION

The use of pictures and designs to make a point, represent something, or stand in place of a word, is not a new idea. The basic concept of the logo has been around pretty much since the beginning of ancient history. Logos are an important way to communicate and share something that matters, including your business.

That's why your logo is a key part of marketing. It's the visual component that gets stuck in people's mind and jumpstarts their interest in your brand.

Not only do you need a great logo, but you need one that is going to reach your target market and showcase your business in the right light.

Take the time to intentionally design a logo that represents your business the way you want it to. Make sure it's something you love, with relevant fonts and colors. Sketch designs using various icons and symbols until you come up with something that packs a punch. Show off different versions of your logo, with a variety of ideas, until you settle on the one you know truly represents you. When you do this, you'll give your business the logo it needs to stand out.

