5 Tips to Creating an Effective Logo Design

By Debbie Allen

Your logo is one of the most critical parts for creating an effective business brand. Therefore, before you set out to create a new logo or re-create an existing logo, you need to first understand what a logo is and how it builds your brand awareness.

A logo identifies a company or product with the use of an image, text or design. Logos are designed to identify your business at first glance. A logo should not just describe what a business does, it should identify the business in a memorable and simplistic way. Only after a logo becomes familiar does it function effectively.

What do you want your logo to symbolize about your business?

What visual do you want to create that prospects can quickly and easily relate to?

Below are 5 tips to creating an effective logo:

1. Keep it Simple and Memorable.

A simple logo design allows for easy recognition and allows the logo to be versatile and memorable. Effective logos feature something unexpected or unique without being overdrawn. An effective logo design should also be memorable and should endure the test of time as your company grows.

2. Create emotion, quality and company principles.

Think about what emotion or feelings would you like your logo to create in a prospect's mind. Examples: Feelings of joy and happiness, trust and loyalty, quality service, nature, safety, warmth, fun, winning, motivation, etc.

Consider what qualities you would like your logo to create as well. Examples: beautiful, elegant, bright, simple, striking, conservative, etc.

Also keep in mind what principles or truths you would like to showcase in your design. Examples: overall vision or direction, consistency, reputation, quality, years in business, etc.

3. Select the right colors.

Color is like a silent language that can motivate, persuade or turn prospects off in an instant. People actually respond more to nonverbal cues than verbal ones. That is why color triggers a variety of emotions and memories. Be sure to utilize the best colors that showcase your business and speak to your target market effectively. Review the Color Emotion Chart to create a guideline to follow.

4. Choose the right font.

Choosing the right font can make or break a good design. Spend some time researching all the various fonts that could be used for your project. Think about what image you want the font to create. Examples: Flowing script or corporate and traditional, slim or think text, strong or soft, appeals to male or female market.

5. Utilize the RD&T Method (Rip off, duplicate and tweak).

Get good ideas from other successful logos. View other logos to help you brand-storm ideas and get a direction for your own unique design. With this said, please do not steal, copy or borrow other designs. Do not use stock or clip art either. The point of your logo is to be unique and original.

Below are just some of logo images that I've had created for my clients to give you an idea of how to brand a particular expertise, service, etc.

CAREER SUCCESS DEVELOPMENT

KATHARINE HALPIN
Team Alignment Expert

HOLISTIC DENTAL CONSULTANT

Retail Growth SOLUTIONS

OFFUTT EMPLOYEE BENEFIT INSURANCE SERVICES

PHIL LEE
THE GAME CHANGER

TRANSFORMATION SELLING

NORM HULL
LEADERSHIP BEYOND