

Tips to designing your Logo



Logo design is usually the first thing that anyone does when they start their business. It is the thing that can represent you wherever you go. But how do you make a logo memorable? Here are my tips to making your Logo recognisable everywhere!

Do your Strategy first!

As you may have realised your Brand Strategy dictates everything that you do visually, so before you click on the Canva icon make sure that your Strategy completed and that you are adhering to it as you design. This will ensure that you create a logo that compliments your strategy.

Consider where it will be used

Logos need to be recognised in all settings so before you put pen(cil) to paper consider where your logo is going to be displayed: is it just online? Will it be printed? Maybe even embroidered on your branded clothing. This is going to define what your logo will look like as depending on where it will be displayed will depend on how detailed the logo will be.

Hand-draw first

Most designer I know start logo designing by hand-drawing first and draw lots of different ideas before taking it digitally. I find the best way of doing this is to set myself a 30-minute timer and draw as many designs as possible within that timeframe – you may come up with designs that you wouldn't even consider!

Black and white

When you are ready to take your design to digital always design it in black and white. This is to ensure that you are not relying on the colours of your logo to make it memorable. A logo should be recognisable with or without colour.

Don't follow trends

Like most things logos go through certain trends, which, whilst it might be tempting to follow them to attract clients you will find yourself constantly changing your logo (which costs a lot of time and money!) instead really focus on creating something that connects with the business (hence why the strategy is important!)

What will help next month?

What would really help you move your branding from ace to AWESOME?

I want to make sure that you are benefitting from my emails, so why not let me know?

Click Here to vote for your next download!