Slide 1

What is a logo exactly?
A logo is an introduction to a brand.

A logo consists of images, text, shapes, or a combination of all of the above.

It seems really simple, and that's because logos should be that way, SIMPLE.

The world "logo" is short for logotype. And type, or typography, is so important in any design.

If you are familiar with the show Suits, you will recognize the law firm Pearson Specter Litt. And of course all of you should be familiar with Toys R Us.

This illustrates the importance of font choice and typography.

You will want to make sure you use a font that coincides with your business/product.

A law firm (Pearson Specter Litt) wouldn't use a childish font like the one used for Toys R Us and Toys R Us wouldn't use a plain professional font like a law firm would.

Credit: Toys R Us logo
Suits TV show law firm logo

There is also a psychology to the use of colors. There are different colors that make your hungry, like red and yellow.
Think about Mcdonalds' logo, what colors are used? Red & Yellow (Although these colors CAN make you hungry, they don't always mean to accomplish that)

Each color can also represent a different feeling or description, I'll name a few:

Red: energetic, sexy, bold
Orange: creative, friendly, youthful
Yellow: sunny, inventive, optimism
Green: growth, organic, instructional
Blue: professional, medical, tranquil, trustworthy
Purple: spiritual, wise, evocative
Black: credible and powerful
White: simple, clean, pure
Pink: fun and flirty
Brown: rural, historical, steady

Image: http://logok.org/logo-colors/

So What makes a good logo?
Have you ever come across a logo that you really loved but did not understand why? Lets talk about what makes a good logo.
We already talked briefly about typography, font choice, and color. But there is much more to a logo that makes a logo "good."

Slide 6

Can you identify these logos?

Target, Spotify, Apple, Nintendo Switch, Twitter, Android.

Not too crowded.
Flexible.
SIMPLE.
And these particular logos are recognizable without typography.

Number 1: Make it simple & flexible. Something not too busy or crowded.

Another important aspect of a good logo is tone.

Make it work both in B&W and in color. You want to make sure your logo looks great in grayscale. This will make it adaptable to newspapers and any other B & W prints. Not everyone will print or display your logo in color, and you do not want to lose its influence, so make sure that it also looks great B&W.

Image: http://osxdaily.com/2015/02/13/grayscale-mode-ios/
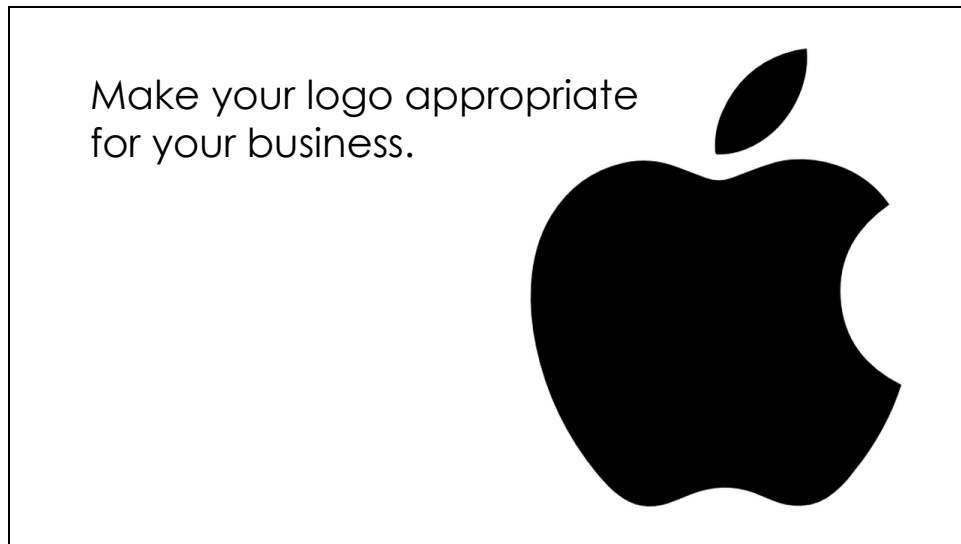
Make sure your logo in appropriate for your business. Your values, service, etc.
Try to depict the business, not just the product. This allows for you business to grow.

For example, Apple is currently using an Apple as a logo and not a computer which is what Apples original product was. If Apple had a computer as their logo, it would not make sense for them to be manufacturers of phones, tablets, watches, etc. Having the apple allows them to dive into any form of technology, they are not tied to one product.

Say in the future you want to make a different product but your logo is a simplified image of your original product. That means you would need a rebranding or it would be confusing to consumers.

Slide 9

https://slackhq.com/say-hello-new-logo
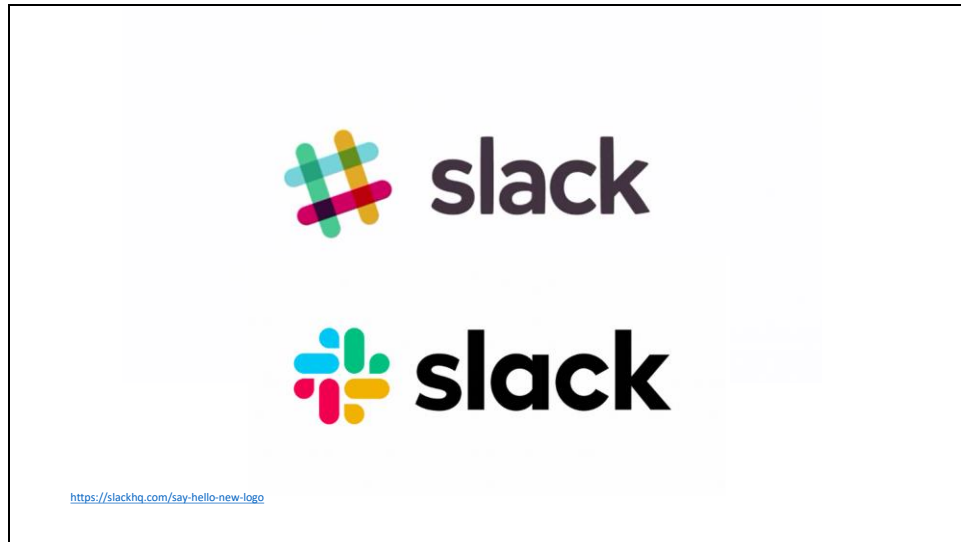
Slack is an office collaboration and communication tool.
They recently changed their logo , check out their article about it at the link below.

https://slackhq.com/say-hello-new-logo

Slide 10

Make sure your logo works well in all sizes. You don't want your logo to be busy. It needs to be scalable to work well in different environments. From business cards to billboards.

I.e. LinkedIn Logo looks great in all sizes

Your logo should reflect the purpose, the qualities, and values of your company.

You want to be sure that you are not sending the wrong message through your logo. Make sure to check for any shapes in negative or white space that would be inappropriate for your business.

Slide 12

There are a few aspects to keep in mind when you are creating a logo.

Slide 13
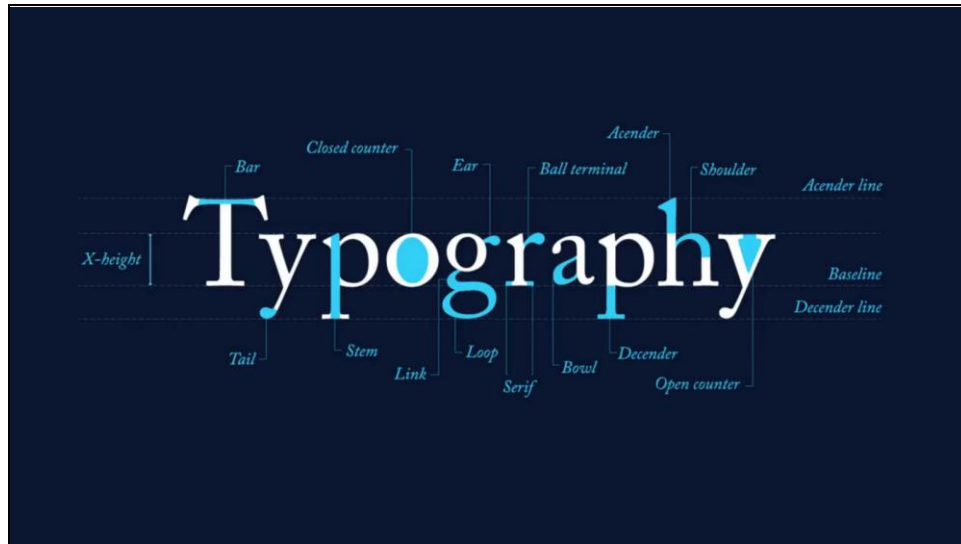
Typography. This is so important as I mentioned earlier.
You, wouldn't use a font that didn't compliment your business.

Image: https://uxdesign.cc/how-to-make-the-typography-of-your-ios-app-not-suck-a6de09fb7c41

Just for fun, lets throw in another example of font choice.

This is pretty self explanatory. Font choice is so important!

Credit: https://www.reddit.com/r/funny/comments/977s8h/font_matters/

Slide 15

You might want to use some imagery in your design, not just typography. As we have seen in my previous examples.

Image: https://www.createwebquest.com/imagery

Color. You will want to make your design in both b&w and color.
If something works in B&W in will almost always work well in color also.
Some designer even opt to create their logos in black and white first, then they add color once they are happy with their design.

Image: https://morningstarmediagroup.com/the-meaning-of-color-in-graphic-design/

Slide 17
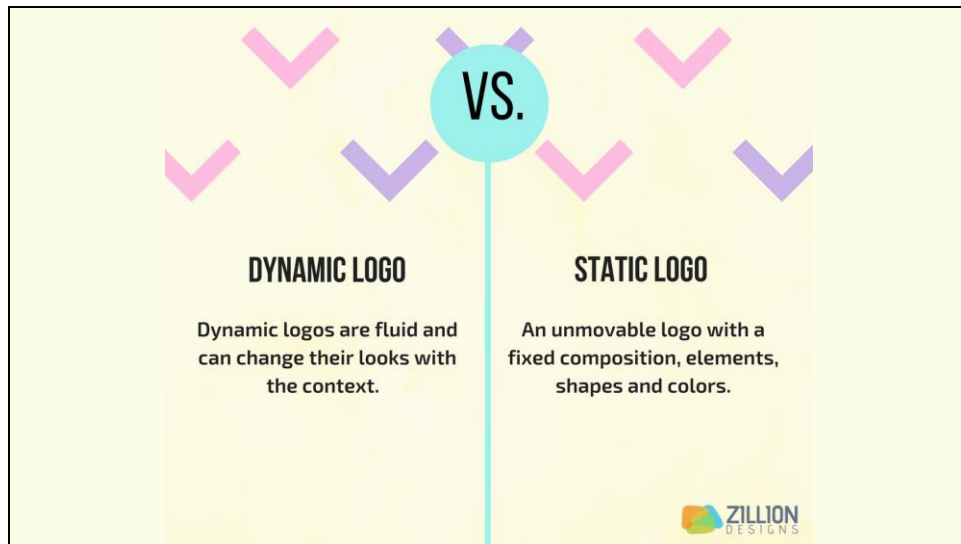
There are 2 types of logos: Dynamic & Static

Dynamic logos are fluid and can change with context. Think Google. Their logo often changes for holidays or events, etc.

Static logos are logos that never change. Their elements always stay the same.

Image: https://www.zilliondesigns.com/blog/dynamic-static-logo-design-ecommerce-brand/

Slide 18

Here you will find an example of a dynamic logo. This logo has been used in different colors, forms, subjects, etc.
They have really taken the dive into a dynamic logo.

Obviously I wouldn't recommend this for a beginner logo but keep this in mind for future endeavors.

Image: https://www.pinterest.com/pin/108860515968394557/?lp=true

Slide 19

And this is an example of a static logo. The form, content, and colors never change.

Fedex never changes their logo based on holidays etc. It is always the same font, shapes, and colors.

Understanding design is so important in the creation of logos.
Pull inspiration from everywhere, Print, Web, TV, ART, Movies ETC.

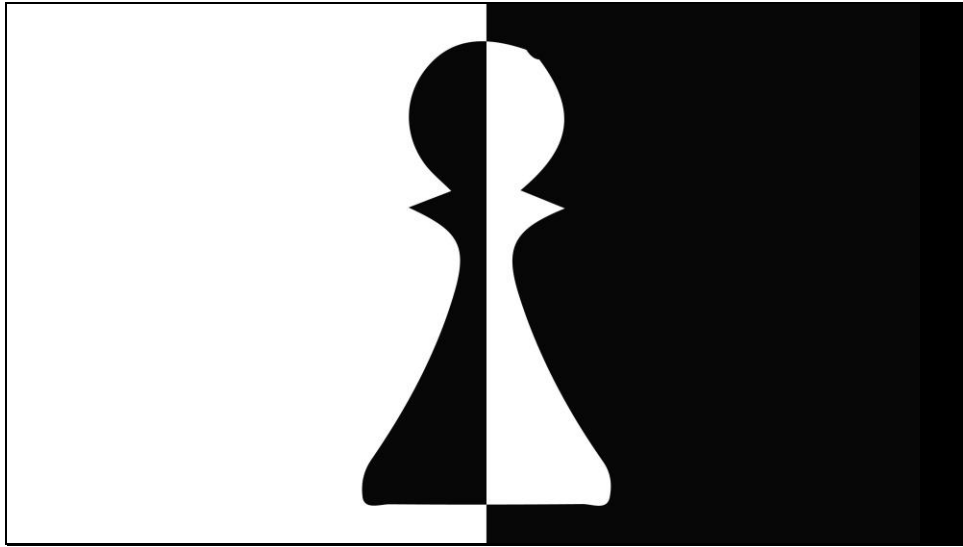image: http://contentorange.com/understanding-design-print-marketing-1883/
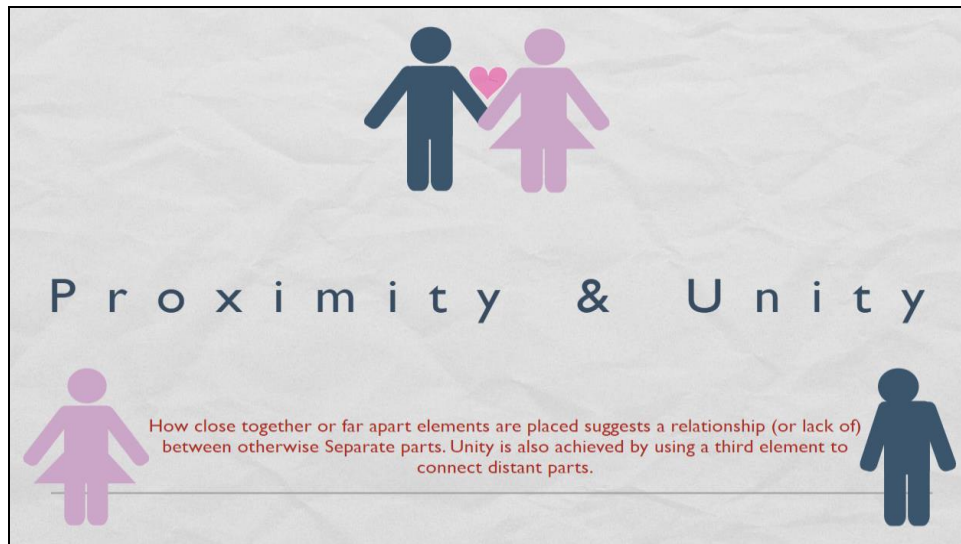
Balance
Achieve visual balance in your design
Symmetrical or asymmetrical

You want your design and it's balance to have some sort of purpose.

Image: sites.tech.uh.edu

Example of balance, although the right side is darker and feels heavier there is balance in the inverse of the B&W

Slide 23

Proximity & Unity

How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise Separate parts. Unity is also achieved by using a third element to connect distant parts.
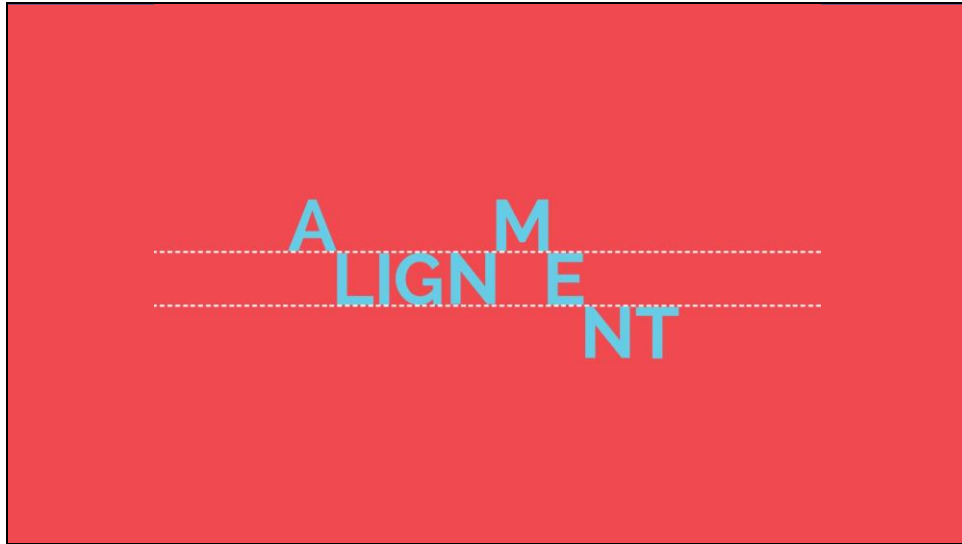How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise Separate parts. Unity is also achieved by using a third element to connect distant
parts.

Slide 24

Example of proximity and unity

Hand holding the boys and girls club logo
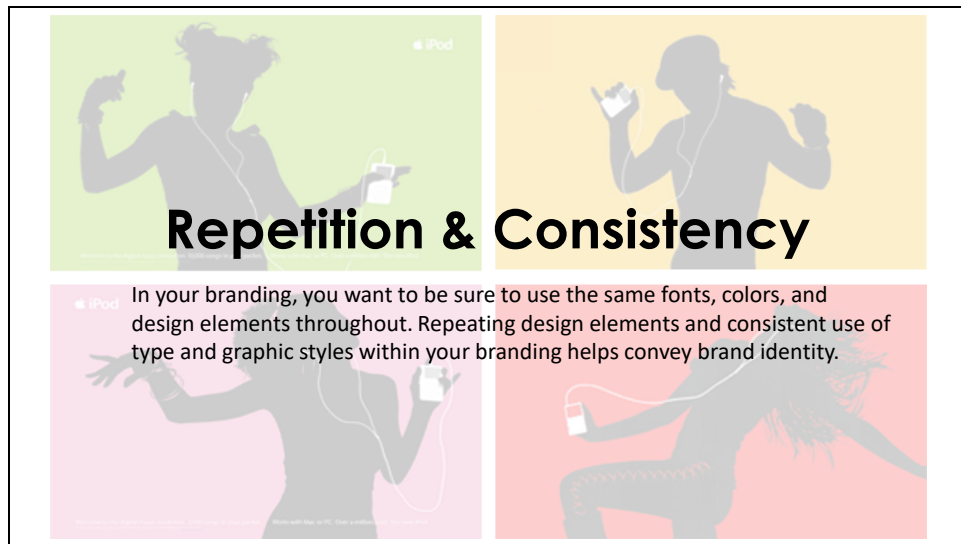
Unity of girls profile views

Make sure your items are aligned and have some sort of order.
Using guides can help you out here. Guides can be a life saver.
Using proper alignment will help direct the viewers eye and keep you design from looking sloppy. Don't just place items haphazardly.

Images: https://www.canva.com/learn/the-art-of-alignment/

Slide 26

Alignment example

This also means using the same color palette, fonts, and other design elements on your logo but anywhere you use the branding.

Contrast can be seen in the size of an item, color, font, brightness... anything can create contrast.
The most common element you'll see used to create contrast is color.
The basic cause of messy design is slight, unintentional differences among elements. This causes your brain's visual processing to
falter. First, your brain has to determine if there actually is a visual difference. Then, it has to determine the significance of that
difference. Because the small discrepancies don't actually signify anything, you end up wasting your audience's brainpower. Strive
for a consistent visual style where elements which are logically similar look similar to each other and look unambiguously
different otherwise.

Image: http://www.contrast.global/

SOME Designers MAKE THE MISTAKE OF using color difference to produce contrast instead of value difference.

For starters lets talk about color values. A color's value is how bright or dark the color is. A yellow for instance is fairly bright. A purple is fairly dark. Of course, a color can have a range of values.

For instance... a medium value blue sitting on top of a medium value red produces some contrast.

But when you have two colors together of the same value – it produces what is known as "vibrating."

A quick way to evaluate your design to see if there is sufficient contrast is to convert the entire thing to grey scale momentarily and see if the design still looks clear and easy to read.

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Slide 31

You can clearly see how much easier it is to read the text in the design on the left, particularly when it's converted to grayscale. The design on the right uses less contrast and more color difference to define the shapes.

Good Contrast v Bad Contrast.
This is also a great example of having things work well in both color and B&W

Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read.
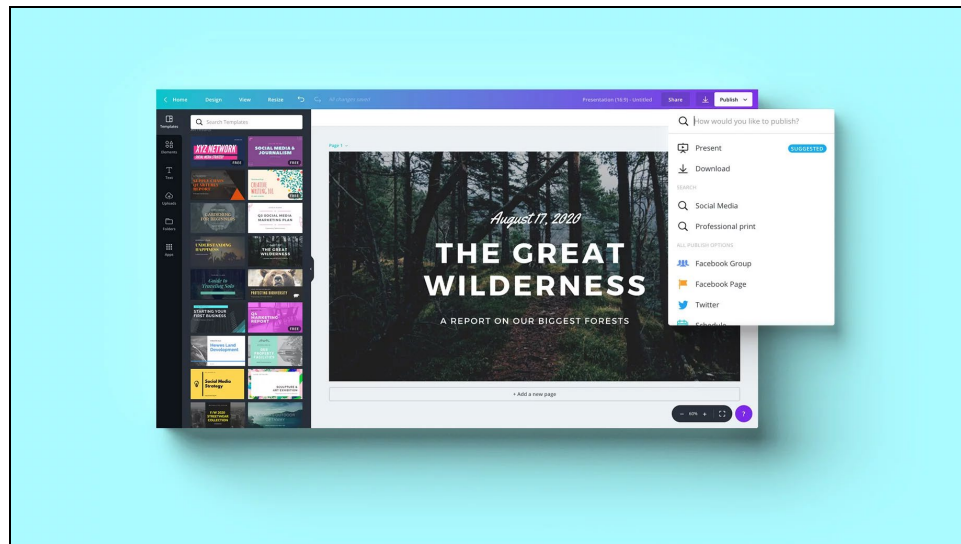White space gives your design breathing room.

Don't be afraid to leave some empty space on your layout! You do not need to fill every inch with content

Slide 33

Now go ahead and express yourself. Have fun in the process.

Canva.com is a place to build great looking posters. Go ahead and check it out as It may be helpful for you to create assets for your new logo, company, product!

RESOURCES
canva.com
logodesignlove.com
mashable.com
smashingmagazine.com
color.adobe.com
logomakr.com

I've put together some resources that you might be interested in taking a look at.

Logomakr.com is a great place to start as it has a ton of assets you can use. It is free to download a low resolution version of your logo.