

what's in a good logo?



how I incorporated underlining
principles into mine

Simply put, a logo is a signature. Your signature.

+ defines your brand

+ combines letters and marks

+ can be plain, or fancy

What makes a logo successful?

- + catches your attention
- + evokes a personal reaction
- + works regardless of location
 - + is memorable

Logos should reflect brand values

Logos should have one central
feature, or focal point

Logos should reflect the values
behind your brand, not necessarily
what you offer

My logo

+ circle is key element



+ circle is organic and inviting

+ the heart embodies more emotional
reactions

+ the colors blue and green are
symbolic of earth, water, life:
growing things

+ is simple, yet unique

Logos to look at

SONY

VOLVO

+ not all logos are entirely authentic
(Honda, Volvo, Sony)

HONDA

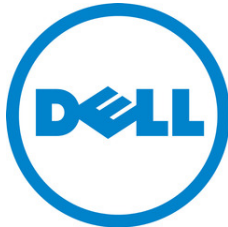
+ some logos are simple (Apple)
but some are complex (NASA)



Reflection of brand

+ often logos symbolize something

- motion (Nike, Adidas)
- modernism, sleek and savvy (HP, Dell)
- or something soft, and delicate (Dove, Johnson & Johnson)



Takeaways!

+ no matter your brand,
it needs a good logo

+ good logos make impressions

+ a logo identifies you and makes you YOU

+ figure out what shapes, colors, and symbols
you can use to reflect your brand

This mini-guide into logo design was made possible by thesimplegreenlife.com
If you enjoyed this guide, or would like to see more, please visit or contact us via our contact page.

Thank you for spending time with us and we look forward to seeing YOUR beautiful logos!