

Illustration Styled Examples



## 10 logo design tips

our logo doesn't necessarily need to say what your company does. For example if you own a restaurant you don't need to have a plate of food or if you are a dentist, a giant tooth doesn't have to be your logo either. You don't have to pick an item that directly relates to your business. For example **the Apple logo isn't a computer**, the Motorola logo isn't a phone, and the Ford logo isn't a car.

Not every logo needs to have a mark. **Your logo could just be a professional logotype** that can help classify your business.

Keep in mind that the design process is a two way street. **Make sure you describe in detail what ideas you have for you logo to the designer.** Likewise, take pointers from your designer... they have done this before and know what works and what doesn't.

If you aren't a very visual person, try sketching out a rough idea of what you'd like for your logo. **Putting pen to paper is sometimes easier than trying to invision what something is going to look like in your head.** Don't worry if your artistic skills aren't top notch it'll give your designer a jumping off point.

Take time and realize that **a creative project such as a logo may take some time.** There will be tweaking and changes back and forth before you reach your desired logo.

When considering what you want your logo to look like leave trends out of it. **Trends change over time and you want your logo to be permanent thing.** Make sure that your logo has longevity, is unique to your brand, and that it stands out.

**Try your logo in black and white first.** You'll get a better idea of what your logo looks in black and white without having to be distracted with color.

**Keep your logo appropriate to your business.** If you are a business man with a quirky personality you might want to leave the quiriness off your logo.

**Simplify.** Keeping your logo simple will help when you are trying to blow it up for a banner or trying to shrink it down to fit on a pen.

**Let your logo have one detail that stands out.** Something that will catch your eye and help people remember who you are.