

LOGO DESIGN TIPS & PITFALLS



LOGO DESIGN TIPS & PITFALLS

MAKE SURE YOUR LOGO IS VECTOR

Raster Graphic



Vector Graphic

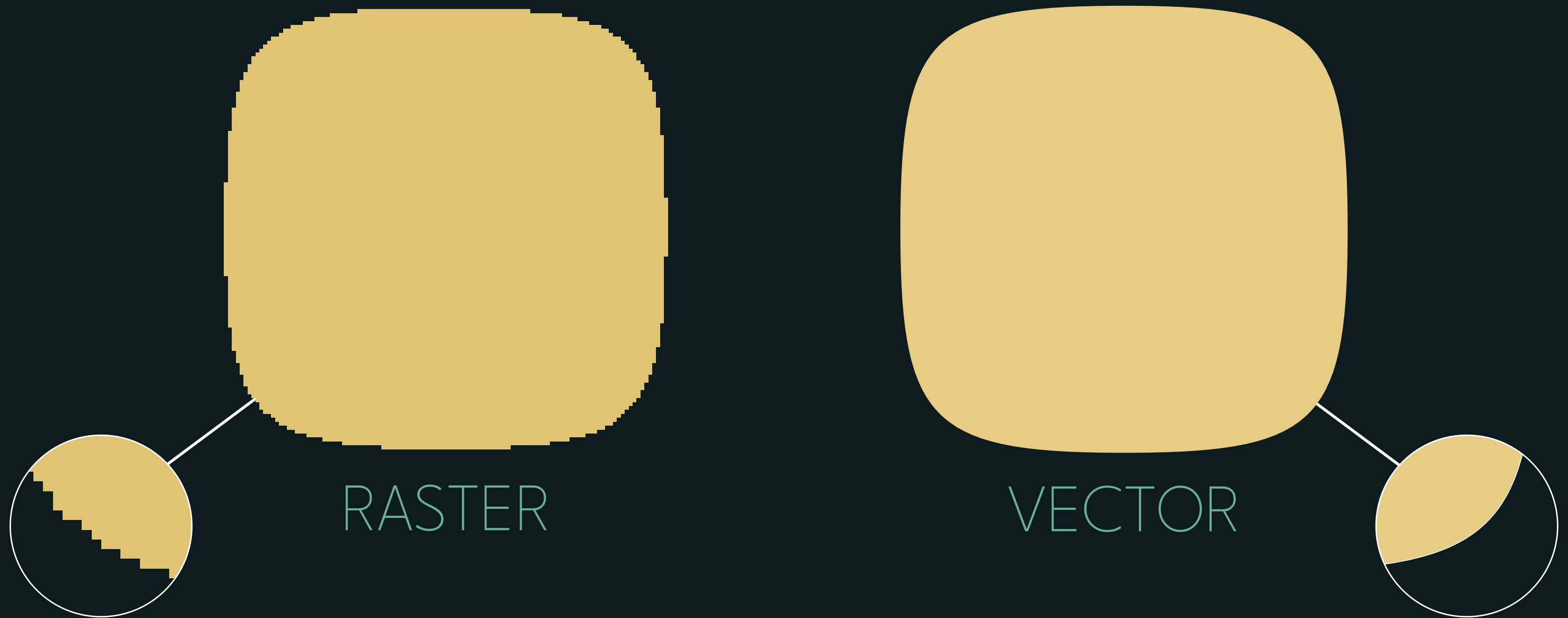


Logos should ALWAYS be created as vector files. So if you ask for the source file, and get a .PSD (Photoshop file) then your logo was probably made by an amateur. Vector logo files should be in .Ai, .EPS or .SVG but your designer shouldn't be giving you ONE file, they should give you a full 'Logo Set' folder with alllll the files and formats you will need (so you don't have to track them down years later) Your package should include both vector (.ai/.eps/.svg) and raster (.jpg/.png) file types, PLUS all your logo lockups and color variations.



LOGO DESIGN TIPS & PITFALLS

RASTER VS VECTOR

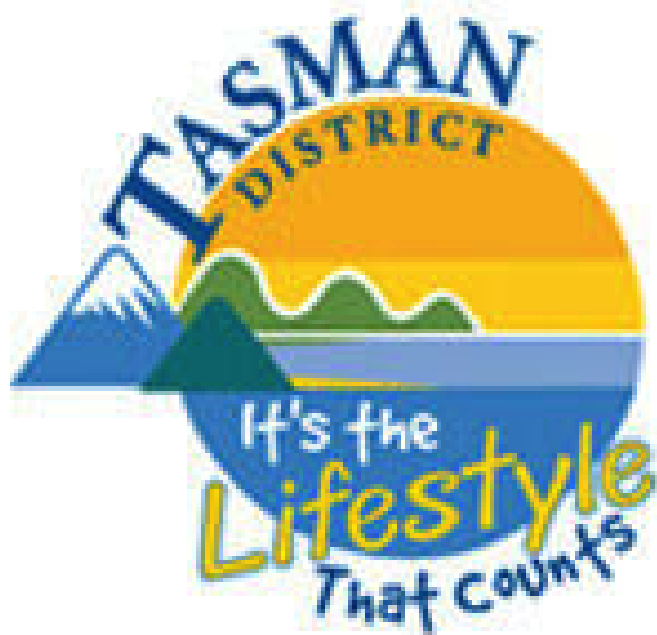


An easy way to tell if an image is raster or vector is to increase its size. If the image becomes blurred or pixelated, it's most likely a raster file. With vector image files, resolution is not an issue. You can resize, rescale, and reshape vectors infinitely without losing any image quality.



LOGO DESIGN TIPS & PITFALLS

DON'T MAKE YOUR LOGO TOO COMPLEX



Using too many colors, applying drop shadows, having too many words, or combining more than 2 fonts are all BIG no-no's. Also, as mentioned before, a complex logo will lose its scalability. Small/complex details will often be lost or magnified under different contexts.



LOGO DESIGN TIPS & PITFALLS

HAVE DIFFERENT LOGO LOCKUPS



HORIZONTAL LOGO



VERTICAL LOGO

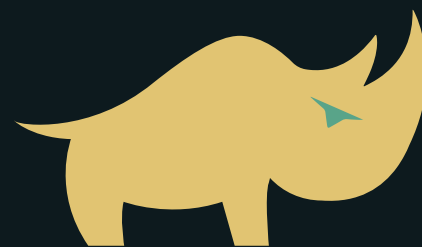


BRANDMARK



WORDMARK

OTHER LOGO VARIATIONS



LOGO DESIGN TIPS & PITFALLS

HAVE DIFFERENT COLOR VARIATIONS



Also, you should think about color when designing your logo, create different color versions of your logo for black/white printing, one color, and think about different situations your logo will be and which color will be suited best for it.



LOGO DESIGN TIPS & PITFALLS

CHOOSE FONTS WISELY



Johnson Bank
ESTABLISHED 1856



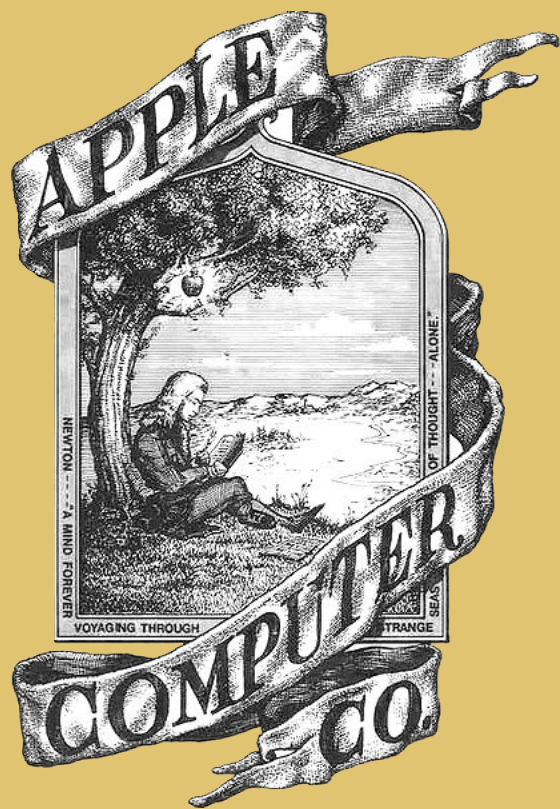
JOHNSON BANK
ESTABLISHED 1856

The right font choice is important for any company because this will be the visual way and tone they will speak to their future customers, and by choosing the right font you will assure that your brand message is aligned with the tone you are using to speak with the viewer and reinforce the emotions and feelings you want to be associated with your brand and this will create a strong brand and identity project.



LOGO DESIGN TIPS & PITFALLS

DON'T MAKE IT TOO DETAILED

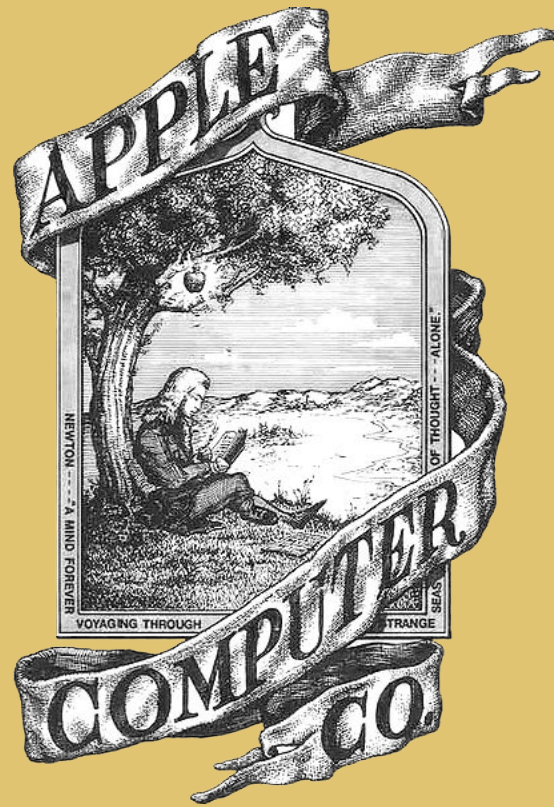


A really useful tip for designing simple and minimalist logo designs is to start designing it only using one color and once you have finished adding your brand colors, using this technique you will avoid saturating your design with too many elements or colors.



LOGO DESIGN TIPS & PITFALLS

DONT' FORGET ABOUT SCALABILITY



One crucial aspect of logo design that beginners often overlook is scalability. A logo should maintain its visual quality and legibility across various sizes and mediums, whether it's displayed on a billboard or a business card, your logo should be adaptable and retain its impact.



LOGO DESIGN TIPS & PITFALLS

DON'T IGNORE VISUAL HIERARCHY

I ALWAYS
MAKE A
SQUARE
THAT GOES
ONE BLOCK
ABOVE THE
TEXT, AND
ONE BLOCK
BELOW.



USE THE
RULE OF
THREE

Visual hierarchy is all about designing to suit the natural habits of the eye. We see big things, high contrast, and bright colors first, followed by small things, low contrast, and dull colors.



LOGO DESIGN TIPS & PITFALLS

DON'T IGNORE VISUAL HIERARCHY



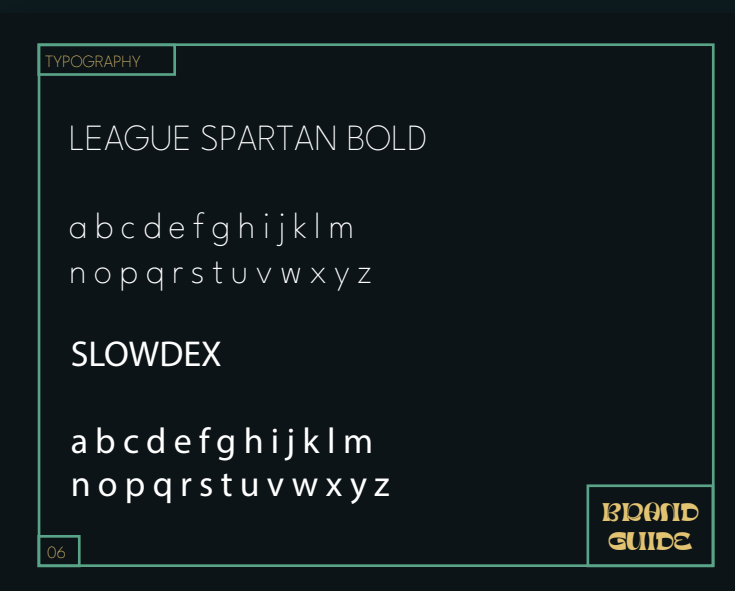
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For vertical logos, apply the rule of three to position and size the icon above the wordmark. For horizontal logos, use the same rule to adjust spacing and placement of subtext.



LOGO DESIGN TIPS & PITFALLS

DONT' FORGET LOGO GUIDELINES



This is one of the most common rookie mistakes by far. Don't go to all the work to create a beautiful logo design, then sabotage your brand by letting people use it any way they want. To preserve your brand's integrity, MAKE SURE YOU HAVE GUIDELINES FOR YOUR TEAM!

