

ALL ABOUT LOGOS



Know What A Logo Does

Logos are everywhere, and every logo serves three main functions:

- **1. Identification**

A logo **identifies** your company in the marketplace. In a quick, visually symbolic way, a logo represents your company to the outside world. Often your logo is the first thing a potential customer sees. It's your first impression, and we all know how important that can be.

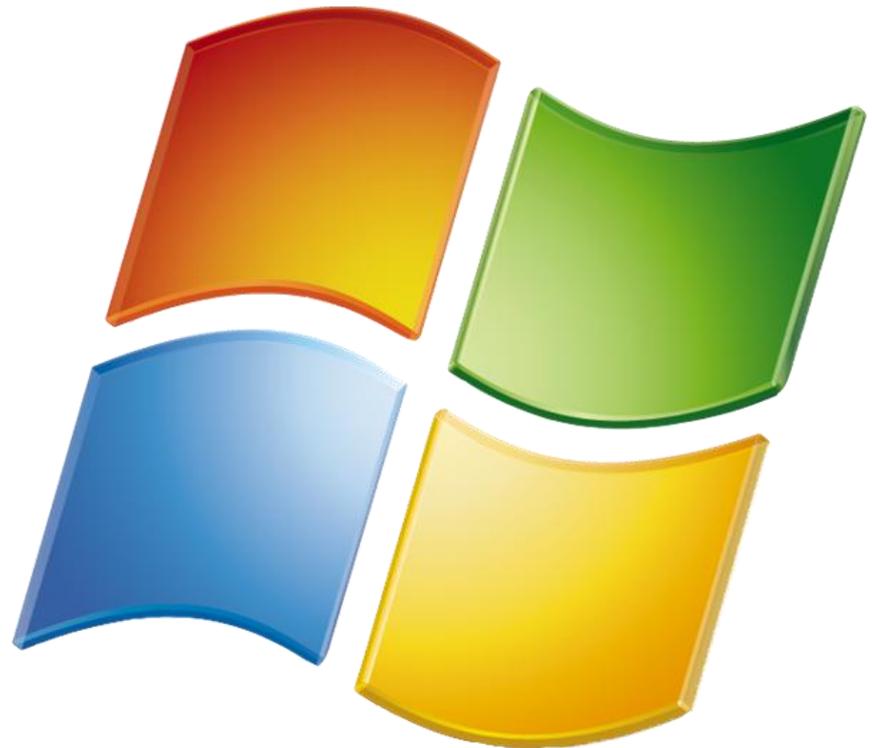
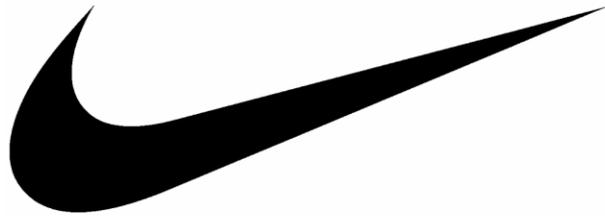
- **2. Distinction**

If designed well, your logo will also **distinguish you** from your competition, providing a way for customers to recognize and select you amidst other similar businesses. Is your logo unique? Or can people toss you in a pile with your competitors?

- **3. Communication**

Thirdly, your logo communicates something about your company. Sometimes direct, and sometimes subtle, every logo says something about the company it represents. What does your logo say about your company? Classy? Trustworthy? Serious? or Unprofessional? Sloppy? Outdated?

Can you recognize these logos?



Target Audience

- **Know Your Audience**
- When a company wants to develop a logo, knowing your target audience will help you know how to best design your logo.
- Take a look at the two logos to the left. They were both created with specific audiences in mind. The **BLACK&DECKER**[®] logo appeals more to men, while the **Dove**[®] logo appeals more to women. Why?



- As you may know, **BLACK&DECKER** makes power tools and other products for building and home improvement projects. Notice how all the symbols and letters in the logo are exactly the same height, and many of the individual letters are shaped with 90 degree angles, a geometric principle used frequently in construction. Like a strong foundation, the horizontal orientation and flat top and bottom give the logo a feeling of stability and strength, as if you could build something on top of it. Furthermore, the design element on the left is in the shape of a nut, and its orange color is like a shot of energy or electricity next to the black. The logo subtly reminds us of a power tool, an object traditionally associated with men.



- How about the **Dove** logo? Unlike the stark geometric letters of the **BLACK&DECKER** logo, the **Dove** logo features gentle, smooth curves reminiscent of the female body. **Dove** products include soap and skincare lotions that gently cleanse and moisturize the skin. The blue color reminds us of water, suggesting moisturization, while the little bird is a skin-toned color. Beyond just the colors and the letter shapes, the logo also communicates freedom and lightness - can you see how the logo almost looks like a little ocean scene, where a dove is happily flitting over some gentle waves?

Target Audience

- The creators of these logos surely knew their target audience, and designed accordingly.
- So who is your target audience? **Basically this question is asking, Who is your customer?** Who do you want to notice your logo and say, "I need to find out more about that company?"
- Look at the images below. What TARGET AUDIENCE would they be good for?

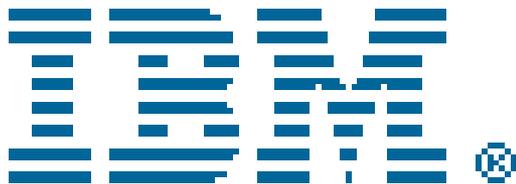


5 Common Types of

- Company Initials
- Animals
- Buildings/Structures
- Company Name
- Personal or “Mystery” Meanings

1. Company Initials

- This is one of the most common sources for logo symbols.
- Can simplify the logo, but also communicates less about your company.
- Unless you know what the initials stand for, it might not be a good logo.
- Sometimes, a company just becomes known as those initials.



2. Animals

- Pretty self explanatory. Animals can be quite memorable, because most people will recognize animals, as opposed to abstract shapes.
- What characteristics do you think these companies were striving to show?



. Buildings and Structures

- Does your company operate in a unique building, or have some interesting architectural structure nearby?
- The Sydney Opera House logo is a simplified silhouette of its unique, world famous "shell" architecture.



4. Company Name



- Sometimes you don't have to look further than your company name for ideas.
- You may want to consider adding a small image or design.
- For these type of logos the FONT and COLOUR of the letters are very important



5. Mystery Meanings

- Logos don't always make sense to everyone. The classy Audi[®] 4 ring logo was created to represent the 4 companies that merged in 1932 to form Audi: Horch, Wanderer, DKW, and Audi. Not exactly common knowledge! The Oracle[®] logo features letters shaped like samurai sword blades. Larry Ellison, CEO of Oracle, is known for his fascination with Japanese culture.



PERSONAL LOGO

Art project



Tip #1

- Make sure your name, or a part of your name, is visible. Whether it's your initials or your full name, make it clear on the logo. You want people, specifically prospective employers, to be able to remember your name. The goal is to associate your name with the set of skills that you want to market.

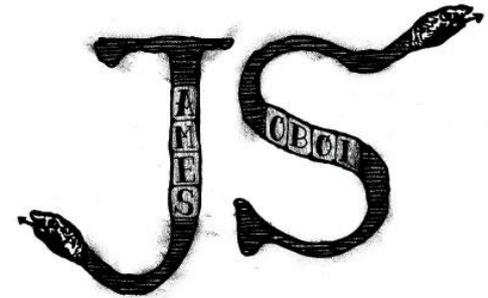


Tip #2

- Know what skills / personality traits you want to emphasize.
- Then work your name, initials, or just a single letter into it.



Personal Logo Design



Tip #3

- Keep it simple. The key to a successful logo is that it gives a clear image of what you want to portray in the simplest way possible..
- Use only one or two colors.



Tip #4

- Try to give it a double meaning. This is a hard concept to explain in words, but good logos also have a way of giving double, or even triple, meaning.



Tip #5

- **Use Negative Space**
- A great way to add a nice effect for your logo is to use Negative Space. **Negative Space** refers to the "white space", or "paper color" that shows through a design.



Make Patterns

- Making patterns is another simple way to make your logo visually appealing.
- Patterns come in many forms. You can use letters, shapes, or symbols to make a pattern.

