

CREATE
A LOGO
YOU



by
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Create a Logo You

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Overview

1. Defining Logos versus Brands
2. Logo Design Considerations
3. Design with Intention
4. Pick a Classy Color
5. Select an Appropriate Type Font
6. Shape It Up Using Form
7. Recap Stages

Let's
Define Brands
Versus
A Logo!

Logos vs. Brands

A logo is not a brand. WHY?

A brand integrates every interaction with consumers and every marketing practice that differentiates your business, product or service from another.

These include the visual design, marketing, communications and messaging which make up every experience that people have with your business.

A logo by itself is a graphic symbol that represents the brand.

A logo identifies a business brand in its simplest form through the use of an icon, or symbol.

The Reason to Have a Logo

You don't NEED a logo.

However, deciding whether or not you WANT a logo for brand is an important decision to make.

To determine if your product, service or company would benefit from a logo, ask yourself these questions:

- **What are my advertising goals?**
- **What type of marketing materials do I plan to produce?**
- **Will a logo enhance my marketing efforts?**

ACTIVITY

Name these Logos



Logo
Design
Considerations

Principles of Logo Design

Logos: Functional with practical application:

Keep it...

Simple: Your logo should be easy to identify.

Memorable: A logo should be remembered.

Timeless: Good logos are lasting; not trendy.

Versatile: Logos need to fit into a variety of marketing and print formats.

Appropriate: Befitting branding genres.

Logo Design Steps

Designing a logo is easy!

However you choose to design a logo, by yourself, hire a designer, or use an online logo maker, these steps apply:

1. Intentionally create your brand identity.
2. Look for design inspiration.
3. Choose colors that reflect you- your brand.
4. Pick a font.
5. Pick the shape.
6. Create several rough drafts;
play with colors, fonts, shapes.
7. Get feedback from objective peers or friends.
8. Polish your finished design.

What's Your Intention

Begin with your INTENTION.

What feeling OR mood do you want your logo to convey to your audience?

Example:

Serious, Fun, Whimsical, Classic, Trendy, Strictly Business, Playful, Compassion, etc.

Hint: Define your intention in one word. This will guide your complete logo design.

Pick a
Classy Color

PREVIEW

Select a Color!

Colors are strong affectives that express moods and have emotional ties.

Examples:



Red = Love, Passion

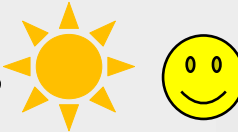


Pink = Soft, Calm

Red, White, Blue = Patriotic



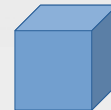
Yellow = Happiness



Green = Earth, Environment



Blue = Trustworthy, Success



What's your Color(s)?

Select an
Appropriate
Type Font

Type Font Examples

What feeling-emotion comes up from looking at each of these fonts

THIS FONT IS KNOWN AS AR CURSTY

This font is Arial Black

This font is Beyond The Mountains

This font is Groovy Baby

This font is Hanging Letters

Thank You for Previewing



Your Purchase Supports



Thank YOU!