

Design Process: Logo

THE LOGO PROCESS

JUST CREATIVE DESIGN



Brief

- Organize your information and understand what the client is looking for.
- Ask specific questions in relation to the client is after.

Research

- Conduct research focusing on:
 - Your client
 - Their competition
 - Similar companies
 - The history of your client's industry
 - Current events pertaining to your client
- References:
 - Begin collecting reference imagery on your client, their industry, and their competition.
 - Collect words or phrases as you come across over and over again while doing your research.

Sketching and Conceptualizing

- Use paper and pencil to sketch out what you are thinking right after your research
 - This is helpful for getting the process started right away and getting past the cliché ideas.
- Sketch everything from the obvious to the abstract.
 - Keep in mind your Research and Reference imagery.

Reflection

- Take a break, let the idea sit in the back of your mind.
- Taking a break allows your ideas to mature and make connections, renew your enthusiasm, and gives you a fresh perspective on your work.
- Use this time to solicit feedback
 - Remember your client is not you, and your solutions need to be for them not yourself.

Revision

- Once your concept is sound and your logo has an initial look, Revise it.
- Change the colours, change the shape, create different versions
- This is so you can visualise the alternatives and be sure of your concept.

Presentation

- Present your logo to your client as high quality.
 - A PDF presentation is probably best.
 - If time and budget permits, print and mount a high resolution print.
 - Make sure everything from images to text is of high quality
 - When presenting, focus on the needs of your clients and what you did to solve their problem
 - Remember this is a personal logo for them.
 - Use mock ups to show your logo within context
 - Letterheads, Signage, Photography

Delivery and Support

- Deliver your logo in all the formats required and explanations of what each format means to the client.
 - e.g. Send .eps files for enlargements and .jpeg files for web use
 - Make sure your client understands what each format should be used for and how to properly use them.
- Make sure your client understands the logo and the rules you've defined for the uses.

5 Different Types of Logos

- Symbol or Icon
- Word Mark
- Letter Mark
- Combination
- Emblem



Symbol

Simple and Bold with an Abstract or Stylised Reference

facebook.[®]

Disney

SONY

Word Mark

Stylised text either using straight typefaces or modifying it to make it Relevant to your industry.



Letter Mark

Exclusively Typographic version of the initials of the company.
Used for companies who's name may be too long for a Word Mark.



Combination Mark

These logos are a combination of Symbol and Word Mark which gives flexibility for uses across a variety of media.



Emblems

When a company's name is encased inside a geometrical design.

- Sources I Recommended Reading

- **Tips for effective Logo Design:** <http://www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/>

- **Five Basic Types of Logos:** <http://www.nodinx.com/5-basic-types-of-logos/>

- **Rockport Publishers - Letterhead And Logo Design 8**