Good and bad logo design?

There are many things to consider when thinking about your logo design for your new business or rebranding for your existing business. Understanding some basic points that make Good and Bad logo design will give you pointers to look out for when creating yours.

Bad logo design

Below are 3 different logo designs, each showing examples of bad logo design making the logos uninteresting, hard to remember and unreadable.

The use of colour in this logo is very dominating and the way the text is arranged along with the font makes this logo virtually unreadable. Imagine how this logo would look in black and white for example overlaid on top of an image.

The use of too much wording and pre-designed free clip art makes this logo busy, dull, hard to read and very amateur.

With an unreadable strapline, overlapping different size text which again makes this logo hard to read. The colours, design and font don t shout furniture and look more like a garage or nightclub making it totally inappropriate for the business.
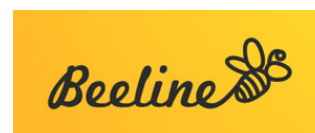
Good logo design

Below are 3 different logo designs, each showing examples of good logo design. A good logo is appealable, scaleable, memorable, relevant, timeless and has impact.

A memorable logo with good use of a graphic symbol which includes a meaning for the type of business, good use of colour and the font make this logo easily readable.

The Open University

This logo is a timeless design, scalable to any size, works well in mono or any colour as needed. It is easy to remember and the symbol not only has a meaning but can be easily recognisable without the business name.

A fun, striking, appealing, memorable logo that easily catches attention. With colour being minimal in this logo it is still very strong with impact. This logo would look good scaled small as well as large and would still be strong in any colour.

A logo design is the start of a brand image for your business that gives it presence and impact

Call now to find out more **t: 01264 362593 m: 07826 543266**

Brandall Design offers a full range of design, print and exhibition services

Have a look at some other designs @ **www.brandalldesign.co.uk**

Brandall Design, Unit 13 The Beacon Centre, Solstice Park, Amesbury, Wiltshire SP4 7SZ

Brandall design