

What makes an effective logo design?

One of the most important marketing tools for your business is an effective logo, it provides an easily recognisable identity for your business. Not only should it communicate who you are but what you are. Therefore, every business or organisation starting out in business or looking to update their logo should know the criteria that makes for an effective logo.

Your logo should have:

Impact

An effective logo needs immediate impact. Your logo should catch the viewer's eye and hold their attention. Consider the logo of Apple Computers; the graphic apple with a stylised bite taken out of it has immediate product and corporate identification with consumers. An effective logo has impact and holds attention.

Appeal

In addition to impact, a good logo must be nice to look at. An effective logo should appeal to the eye and the target audience, if a logo is not appealing it will defeat its sole purpose which is attracting attention and providing effective identification.

Appropriate

How you position your logo should be appropriate for its intended purpose. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & colour scheme. This would not be so appropriate for a law firm. A logo doesn't need to show what a business sells or offers as a service. The Harley Davidson logo isn't a motorcycle, nor is the Nokia logo a mobile phone. A logo is purely for identification.

Timeless

An effective logo should be timeless, it will need to stand the test of time and still be effective in years to come. Minor tweaks to keep it updated should be all that is needed.

Memorable

Your branding efforts not only start with your logo but are dictated by it. Your logo appears on all your sales tools, from your business cards and stationary to your website. As a result, your logo design influences the design of all your sales tools - which is why making sure it is memorable is crucial. You need a brandable logo - one you can make use of when designing other materials to brand your company to make not only your logo but your whole brand memorable. Colours also play a part when influencing your whole brand and should be thought about in detail.

Effective

An effective logo should be able to work across a variety of mediums and applications in a variety of sizes. For this reason your logo should be designed in vector format, to ensure that it can be scaled to any size. The logo should also be able to work both in horizontal and vertical formats.

A logo still needs to be effective when:

- Produced in one colour
- Printed on something the size of a postage stamp
- Printed on something as large as a billboard
- Printed in reverse (ie. light logo on dark background)
- Cut from vinyl for vehicle livery

Your logo is crucial to your business image and one of the best investments you will make - take your time over the design process, you will be looking at it everyday for years to come

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