

Tips for creating your brand logo.

<https://creativemarket.com/blog/logo-design-tutorials-and-tips>

1. Get inspired.

2. Learn anything and everything you can about logos.

An effective logo is unique, sensible, visually enticing, and delivers its intended message. In its basic form, a well-designed logo is a form of brand identity. However intricate or time-consuming the design process gets, the end product must always be simple to understand, memorable, enduring, versatile, and appropriate.

3. Develop your own creative process.

Every designer has his or her own approach, and it's almost never linear. However, a majority of them follow a general branding process. This consists of the following:

4. Learn from others.

By understanding how other brands made it to the top, you will get tremendous insights on logo-making as a whole. At one point or another, this awareness will help you become better at what you do.

5. Research your audience.

6. Save all your sketches.

It's a common practice for designers to come up with a number of sketches for a single project. Even if you're able to pinpoint early on which sketch to develop, don't discard the others as they can be valuable resources in the future. Just because the other sketches didn't work for one client doesn't mean they won't work for another. Revisit them whenever a new project comes in to find a seed of inspiration.

10. Research online.

If you're struggling with ideas or concepts, look up keywords associated with the brand online. You can also search through Google images for visual inspirations.

11. Stop with the clichés.

Every couple of years or so, a new design fad enters the ballgame. Study the styles - you can even use some of them - but avoid jumping on the bandwagon if the "new" idea is basically just a rehash of an old one.

12. Make the design versatile.

Creating a versatile logo goes a long way in ensuring its longevity. If the logo looks great on posters but awful on novelty items, it can limit its popularity. Versatility plays a huge role on how you select the elements of your design - colors, fonts, layouts, and the likes.

13. Use pen and paper.

Even with the techy sketching programs available online, sketching using pen and paper is still the best way to flesh out ideas. Sketching out ideas enables you to experiment freely. It prevents you from being swept up from the finer details.

It doesn't really matter if your sketching skills are poor. As long as they deliver your ideas correctly, you're on the right track.

14. Decide on your fonts carefully.

Typography is certainly a key element to an effective logo. There are two main options for this: create a customized typeface or use a pre-set one. If you create your own typeface, avoid making it too trendy. Instead, keep it simple, readable, and classy.

15. Stay away from gimmicky typefaces.

This is in connection with the tip above. Avoid the temptation to make your logo shine by using gimmicky typefaces. The majority of gimmicky fonts are overtly fancy and excessively weak. If you're aiming for a professional yet unique look, avoid these fonts at all costs.

16. Use a maximum of two fonts.

Naturally, there will be exceptions to this rule. But, as a common principle, using just two fonts is smart if you want your design to be distinct, sharp, and clean.

17. Tell a story.

Every design has a story to tell, and logos are not an exception. If you see a logo as just an artwork or a structure of lines and texts, you won't be able to express the meaning behind it. Ideally, a powerful logo features two stories: one that is obvious and another that is hidden.

18. Consider the space around the logo.

Most brands require an exclusion zone, which is the area surrounding the logo that isn't meant to be filled by any other element. This space serves as a protection to the integrity of the logo. When designing, think about how the exclusion zone should be used.

19. Design an active logo.

If you use a device within the logo to facilitate it, think about adding some movement to it. This "movement" isn't about adding animations, but more of the size, placement, and rotation of parts within the design. For example, a fish will appear in motion if it's "caught" on a mid-jump. Additionally, you must take into consideration the direction of the intended motion.

20. Think of tones along with colors.

An effective logo works in black and white and in color. If your logo uses color to express a message, consider the best way to show its meaning when the color is taken off. At times, this requires altering the contrast between the various elements of the design so they still express the same message when modeled in monotonies.

25. Practice all the time.

If there's only one thing you remember from this article, make it this rule.