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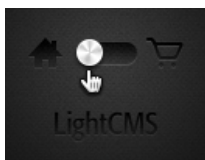View My Portfolio
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How To Design A Logo

08

JAN'08

Archived under Logo Design along with 234 JUST™ Creative Comments

Want to know **how to design a logo** like a professional and have all the
resources you need in just one post? Then this is the post for you... Learn
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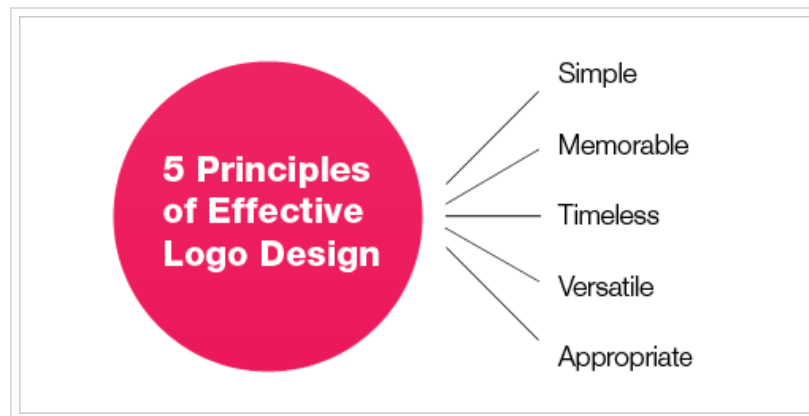
1. Learn What A Logo Is & What It Represents

Before you design a logo, you must understand what a logo is, what it
represents and what it is supposed to do. A logo is not just a mark – a logo
reflects a business's commercial brand via the use of shape, fonts, colour, and /
or images.

A logo is for inspiring trust, recognition and admiration for a company or
product and it is our job as designers to create a logo that will do its job.

One must know what a logo is before continuing.

For further reading on what is a logo check out Wikipedia's Definition.

2. Know The Principles of Effective Logo Design

Now that you know what a logo is supposed to do, and what it should represent you now must learn about what makes a great logo aka; the basic rules and principles of effective logo design.

1. A logo must be simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unexpected or unique without being overdrawn.

2. A logo must be memorable

Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.

3. A logo must be timeless

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

4. A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason a logo should be designed in vector format, to ensure that it can be scaled to any size. The logo must work in just one colour too.

5. A logo must be appropriate

How you position the logo should be **appropriate for its intended purpose**. For example, if you are designing a a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm.

For further reading on the rules and principles of great logo design I highly recommend to read the logo design tips from Logo Factory before continuing and also the article Why logo design does not cost $5.00. You may also wish to read How NOT To Design A Logo.

3. Learn Off Others Success & Mistakes

The Good...   The Bad...   ...and The Ugly.
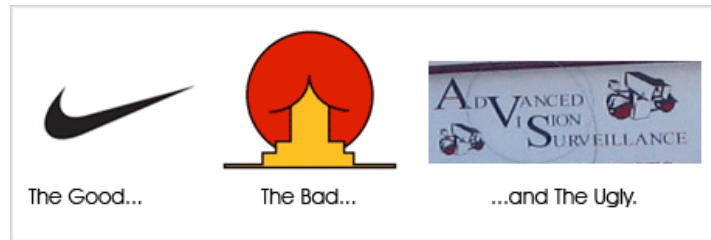
Successful Logos

Now you know what the rules of logo design are, you can distinguish the difference between a good and a bad logo... By knowing what other logos have succeeded *and why* they have succeeded gives a great insight into what makes a good logo.

For example, lets look at the classic Nike Swoosh. This logo was created by Caroline Davidson in 1971 for only $35 yet it still a strong, memorable logo, effective without colour and easily scalable. It is simple, fluid and fast and represents the wing in the famous statue of the Greek Goddess of victory, Nike – something perfect for a sporting apparel business. Nike is just one of many great logos, think about other famous brands that you know about and check out their logos – what makes them successful?

For more quality, lesser known logos I recommend checking out Logo Of The Day or going to your local book store or library and looking at a logo design book.

The Not So Successful Logos

We can also learn off logos that have not been as successful such as the ones in the above picture or these bad logo designs. As seen in that post linked, some logos can depict things that may have not always be noticeable to the designer (as in the middle logo above) or they could just be plain bad design, as in the logo to the right.

4. Establish Your Own Logo Design Process

Now that we know what a logo is, what the principles and rules of logo design are and what makes a successful logo we can now finally begin the design process. This it hardest part of the 5 steps and is its own topic in itself – Each person's logo design process is different and experience usually is the key factor in creating your own logo design process however check out The Secret

Logo Design Process Of Top Logo Designers for a better idea.

In short, a logo design process usually consists of

1. The Design Brief
2. Research & Brainstorming
3. Sketching
4. Prototyping & Conceptualising (See Step 5)
5. Send To Client For Review
6. Revise & Add Finishing Touches
7. Supply Files To Client and Give Customer Service

If you ever get stuck before or during your design process check out this great article on How To Boost Your Creativity.

5. Learn The Software & Complete The Logo

After you have got your design process sorted out, it is usually a good time to begin mastering your software (Adobe Illustrator is the industry standard) but remember you can't design a logo by just hopping straight onto the computer… brainstorm and sketch first.

After you have got your initial ideas and sketches from brainstorming you can then usually jump onto the computer to start digitising your logo. After you have got a great concept(s) digitised you can send it to your client, get revisions, and eventually complete the logo and thus, you have successfully created a professional logo.

Do you have any other tips or suggestions on how to make a professional logo?

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234 JUST™ Creative Comments

Seeds For Wealth February 17, 2008 at 11:03 pm   Reply

Excellent post as I'm currently stuck designing my own logo. And I mean STUCK!

Seeds For Wealth's last blog post..Free Vectors Of Money Sign Tags

Jacob Cass February 17, 2008 at 11:23 pm   Reply

That looks like a fun project to work on. Seeds for Wealth... I can already think of so many logo possibilities.

Seeds For Wealth February 18, 2008 at 10:26 am   Reply

Would you like to help work on it for **fun**? :)

Does a lifetime site wide link interest you? I'll even throw in a review/exposure post because that looks like fun!

Seeds For Wealth's last blog post..Free Vectors Of Money Sign Tags

Jacob Cass February 18, 2008 at 11:36 am   Reply

Seeds For Wealth...
Were you offering the Side Wide Link to Just Creative Design or as a prize in the draw? Thanks in advance for the exposure. :)

Minty Ferret,
Thanks for the blog post :)

Seeds For Wealth February 18, 2008 at 2:46 pm

Forgive me, I didn't see the BIG project you have going on. Lots of prizes and things. I'll end this "thread" and work through your group writing project. Thanks for commenting back!

Seeds For Wealth's last blog post..Free Vectors Of Money Sign Tags

ahnShev March 22, 2008 at 1:13 am

wow. thank for the tips.

Jacob Cass March 22, 2008 at 1:47 am

Your welcome :)

Ricardo March 24, 2008 at 12:36 am

Good tips and recommendations.

Young Designer April 1, 2008 at 11:04 am

Good Post,
As a young designer i think there may be a few more things worth pointing out.
1> Stroke size, line weights and gradients should all be thoroughly checked in various scales and applications!
2> consider the logo's future applications – print versions should ALWAYS be CMYK!
3> Small business letterhead logo's often end up in "MS Word" templates most often printed in B+W (and yes, the fax machine still exists!), Contrast is the key.
4> Establish your 'Clean space'... (a simple white box behind the final logo will normally do). Clean space is the negative space the designer defines around

the logo to ensure no additions, backgrounds etc clash with the logo – research "logo style guides" for more info.

Hope that helps.

Jacob Cass April 1, 2008 at 5:54 pm   Reply

Hi Nathan,
They are some very good points as well, thank you for your additions especially for number 4. Something that does not get taught in graphic design school (well not mine anyway).

Paintworkz Web Design May 13, 2008 at 12:58 am   Reply

This is a great post. You have tried to put in much information in an organized way which really is wonderful.

Sumesh May 16, 2008 at 11:32 pm   Reply

Neat tips there. I've been able to sketch decent logos on paper, but somehow got too lazy after a few attempts in software. Those links should help – I'll try that logo sketch again :)

Sumeshs last blog post..Compfight now sports a new design

nathan June 1, 2008 at 10:28 am   Reply

LOL the one in the middle "the bad" looks like a trophy stuck up someone's but!

Aashish Solanki June 5, 2008 at 10:59 pm   Reply

Nice article.

I had given a small presentation on similar lines. You can view it here:

http://netbramha.com/2008/04/23/designing-a-logo-few-things-to-keep-in-mind-before-starting/

Aashish Solankis last blog post..Death of a salesman @ RangaShankara

Sola June 8, 2008 at 2:15 am   Reply

Tutorial 101 for anybody that wanna do this logo thing. Great U

Term Papers Help August 19, 2008 at 2:09 am   Reply

Very good guide, especially for beginners. Logo is not something that anyone or any organization should design in one day. It required careful thoughts as it will represent companies image and overall approach.

I think you should most similar blog posts.

_____

http://www.writingservicescompany.com

Jacob Cass August 19, 2008 at 11:27 am   Reply

Hi Kbhutto,
If you check out my featured articles page (link at top of page), you will find some similar articles.

Flug USA August 25, 2008 at 9:44 pm   Reply

Except of the very nice and sophisticated info the link to the phallic logos flashed me totally :D Long ago I laughed so hard!

ambientdream September 19, 2008 at 5:11 pm   Reply

Thank you very much for this, I'm a beginner at logo design and I find this so helpful.

sarah September 23, 2008 at 9:58 am

Reply

i am currently trying to start up my own business and this has been an awesome help for me. thank you so much.

:)

sarah September 23, 2008 at 9:59 am

Reply

omg nathan you are so right...

hahahhhahhaha
lmao

Conrad Gorny September 23, 2008 at 8:10 pm

Reply

This is an interesting post. Thanks,

Conrad Gorny
Freelance Graphic Designer
http://www.conradgorny.com

Roy Nottage September 27, 2008 at 6:49 am

Reply

"You can't design a logo by just hopping straight onto the computer"

That is something a lot of my fellow students seemed to have difficulty getting their heads around. I used to think I was falling behind because I was always the last one to go into the computer room.

Great post!

Jacob Cass September 27, 2008 at 12:02 pm

Reply

Thank you for your comments and praise, glad to be of help.

Adam October 1, 2008 at 3:04 am   Reply

Logo design is quite a bugger at times; especially if communication is slack between yourself the designer and your client; or if (like 100% of the time) your client is totally clueless to what they want!

This makes any form of design a ballache!

I think too many people try too hard with Fancy fonts (which are hard to read) pictures; "wordart" lol and other stupid techniques. I'll hasten to admit I am no expert in it; however I do not think I do a bad job either, yet compared to most of the other designers (especially the value ones) I think I do a great job in comparison.

It does piss me off how people want a Logo for Â£100/$100 though; it really is the face of your company.

I WILL ADD; The UK, London Olympic logo is a pile of overpriced abstract shit; and just goes to show paying over the odds does not mean you will get a good design!

Mika October 9, 2008 at 11:01 pm   Reply

You've done a good job guy!
I think your investigation about logo world is really interesting!
I really like your "step".

ShooSh November 4, 2008 at 5:53 am   Reply

Thanks alot for that useful website wish you the best!!

digitaljail November 6, 2008 at 10:37 pm   Reply

This post is really helpfull, I'm learning on my own how to design and I think your post is cristalclear and easy to understand!
I like to contribute by linking this site that is similar to LogoPond, it can be usefull as inspiration also. http://faveup.com/

Cristhian Bedon November 25, 2008 at 8:57 am   Reply

This are good tips, some of these I have been using to get some of my work done.

IPOXstudios January 7, 2009 at 8:37 am   Reply

Hi Jacob, my name is Tavis Glover. I have been referring to your website for inspiration for a while now. Great Job! I am writing this comment because I am reaching out and looking for some help on how you were able to put a live blog with comments on your site. Any info, or articles, or anything would help. I have one up, but it is not like yours. Please help. Thanks again!

Jacob Cass January 7, 2009 at 2:19 pm   Reply

Hello Ipox,
I use WordPress as my blog system, which includes comments by defaults. Check out http://www.problogger.net for how to start blogging!

Ryan Flaherty February 1, 2009 at 11:14 am   Reply

Hey what version of adobe would you recomend or even just what program would you recomend.

Jacob Cass February 2, 2009 at 12:09 am   Reply

Adobe Illustrator is the way to go. The latest version is always recommended though the earlier versions will do the job too.

Amro February 12, 2009 at 2:48 pm   Reply

Thank you so much ... you really gived a good tips,,,

Steve Constable February 15, 2009 at 2:50 am   Reply

Ugh, I can't look at the nike logo without cringing. Not because it's a bad design – it's a good design. But the designer was only paid $35 and those Nike guys still laugh at it! The guys who did the Mobil oil logo got two million.

Brad March 8, 2009 at 2:13 pm   Reply

People need to do a little reasearch before they hit that post comment button...

Carolyn Davidson created the initial nike swoosh for $35 bucks..

BUT she also recieved....

"Nike co-founder and CEO Phil Knight gave Davidson a diamond ring with the swoosh on it and Nike stock in an amount that remains a secret! "

and im sure the stock options she got given are worth a crap load more than $35

tom@plasticprinters March 25, 2009 at 8:51 am   Reply

I think the point "logos cannot be designed for $5″ works in any aspect of design.

Whenever I get someone who wants a "$5 logo", I tell them, "Here's $5. You have 5 minutes to make me a logo. Now, go!" They usually say, "I can't do anything in 5 mins!" Neither can I....

Great post.

Terry April 21, 2009 at 4:32 pm   Reply

I'm looking to create a logo for a division of real estate. The already decided on name is "Team Heat Wave". Heatwave can be one word or two. For a very small company is your company affordable to design an attractive logo.

Tammy April 23, 2009 at 6:41 am   Reply

Thank you for posting this article. =]
It's very easy to understand, and especially helpful to me as I will be taking my
graphics exam soon. Sometimes, instead of working, I spend hours reading
your advice in lessons.
Keep up the good work. ;)

Logo Design India May 25, 2009 at 9:21 pm   Reply

Great job dude ..this is a great post. You have tried to put in much information
in an organized way which really is wonderful. thanks

Empuska June 4, 2009 at 9:40 am   Reply

As a person, who haven't design a proper logo ever, I have pondered this one
thought quite long: When one certain logo change to another? I mean, is it still a
same logo for example if you have same sort of visual trick in it, thought the
font or processing the visual outlook would change?

Jacob Cass June 4, 2009 at 6:39 pm   Reply

Empuska, Would you mind rephrasing the question... wasn't
exactly sure what you were asking?

Empuska June 4, 2009 at 9:29 pm   Reply

Sorry, English isn't my native language.

Google modifies their logo every holiday and various other days, when there
have happened something and then Coca Cola had about 5 years ago some
sort of campaing, where they had their coke bottles' etiquettes written in
languages, which didn't used latin alphabets (in katakanas, cyrillic alphabets,
arabic alphabets etc). Of course, these logos are so widly known that they are

still recognized as same, but can there be design a logo which do have same
visual trick produced over and over again, thought the mood and the style od
logo were different? Would it be the same logo?

Jon Pianki June 5, 2009 at 5:00 am   Reply

Great article! Thanks for this.

alexpsyched June 19, 2009 at 12:30 am   Reply

great post. i'm new to logo design and this is very informative!!

Leroy June 23, 2009 at 7:35 am   Reply

Hi ! i found this site very usefull and i think all its said about logo its true, its
really foundation for every company. i just creating internet company project
(my "webpage") and i use logo of tatoo i hand – drawed about year ago.
Altrough i found the original picture on the net, my logo is after all what i
drawed by my hands. i think its "sit" with other instruction been descripted in
other article here (memorable, visible in inch size, etc). i beginning so what i like
to ask is if its a good start or not cose i about sorting my logo to "real life"
about now and i'd like to use in future one stadarized logo

Leroy June 23, 2009 at 7:36 am   Reply

byw email is led.kra84@googlemail.com if anyone like to answer or get
additional info on how to start cose i think i made well already

Leroy June 23, 2009 at 7:37 am   Reply

))

Nikita July 9, 2009 at 10:22 pm

Reply

those are some real helpful tips...essential, as i have a final year campaign coming up soon

Thanx

Lionel July 12, 2009 at 10:55 am

Reply

Your tips are very helpful. Merci beaucoup!

O July 13, 2009 at 3:53 pm

Reply

LOL @ Advanced Vision Surveillance
They must've done that logo themselves.

bagas July 27, 2009 at 1:25 am

Reply

hei there, I'm in a need of getting thorough information regarding how to reproduce logo. Here, I join a student society in my campus and now I'm designing our new member admission posters. When I asked for the logo, they only give me this 150kb .jpg file which really is not nearly enough... Any suggestion?

Jacob Cass July 28, 2009 at 12:55 am

Reply

Hello Bagas,
Try asking them for the .eps files or the logo in vector format. If they do not have it, you will have to reproduce it in vector format.

bagas July 31, 2009 at 12:26 am

Reply

As I said before, they only gave me one .jpg file. Seems I have to reproduce it,

as you recommend.
What kind of software should I use to reproduce the logo, by the way?

Thanks in advance, this is really illuminating.

Cheers,
Bagas

Jacob Cass July 31, 2009 at 11:44 am   Reply

Bagas,
Any vector software will do. I recommend the industry standard of
Adobe Illustrator.

William Imhoff August 20, 2009 at 9:17 am   Reply

Nice article. As a web designer and not a logo designer I have been trying to
come up with a logo for years. I have hundreds of variations and still to today
have now designed the perfect logo for our business. Thanks again!

scott September 21, 2009 at 1:35 pm   Reply

As a marketer i use my logo in a variety in a variety of communications. So here
is my tip for designers give the logo to your customers in a variety of formats
for online, offline and print uses. If it is a colour logo give the customers an all
white version, all back and the same if these but with a clear back ground so it
can be easily included in marcoms.

marmaraelt September 27, 2009 at 9:33 am   Reply

Although designing a logo is not my professional area.it is nice to read very
informative articles like that..liked the time I spent here..thanks..

Jesse Badin October 5, 2009 at 12:42 pm   Reply

Hello!!! I am in a process to crate a logo, the key word is: sisters, im tryng to identify that word with a symbol, its difficult!, please some help or tips!. Thanks a lot!

Sarah October 12, 2009 at 4:40 am   Reply

Million thanks!

Quintin October 19, 2009 at 7:27 am   Reply

I'm inclined to think that good design isn't that crucial a factor in a logo becoming well-known and recognisable. It depends on the company behind it as well.

Take, for instance, Google's logo. I haven't spoken to a single designer who doesn't think that it's horrible (I include myself). It's got more than two colours. It doesn't provide an idea of what the company does. It's difficult to use in a layout and it's difficult to use in print. But it's also one of the most recognisable symbols in the world today.

So, is the Google logo essentially a fluke? Not exactly.

Because Google provides a service that almost anybody with an internet connection uses, the logo becomes associated with the service and not the image of the company, so if the service is good, the logo would inspire loyalty despite being utter crap as a piece of visual design.

This is not to say that good logo design isn't important, but I think its role in a company's image is a tad overstated in this post and others like it.

Alvaro Hernandorena October 28, 2009 at 1:10 am   Reply

Very instructive, tank you

ETM October 30, 2009 at 12:05 am   Reply

This really helped me for an assignment.. really good article.

yasomathi November 4, 2009 at 5:56 pm   Reply

nice and create new ideas with confidents..

thanks & regards
mathi

Viktor November 6, 2009 at 10:12 pm   Reply

Hi there,

I've been reading loads of sites about design and typography, and your site is the first that gives really useful ideas on designing and designing process. I'm thankful for that. Cheers.

Viktor

Rak Design March 31, 2010 at 12:26 am   Reply

The Bad version of the logo just is so funny...! LOL What is that logo for anyway?

????? April 5, 2010 at 4:03 pm   Reply

I've been reading loads of sites about design and typography, and your site is the first that gives really useful ideas on designing and designing process. I'm thankful for that. Cheers.

Tumelo May 11, 2010 at 5:37 pm   Reply

Thats a great advice, I just hope that clients can be able to understand what a logo is; I get some who want a high quality 3D with alot if things on it – they forget that the logo will need to be used on other platforms than only web & print. At the end of the day, I have make sure they choose the best logo as the logo also serves as a reflection of the quality of my work.

Over and above, nice article! I give it a 10/10!

design logo May 14, 2010 at 5:23 am

Reply

The 5 steps mentioned here are all very relevant, insightful and good for all budding and experienced logo designers together. Amazing post!

Link Building May 29, 2010 at 2:25 pm

Reply

Really very helpful articles.Actually i am learning designing and this 5 principles will help me.

Matt June 23, 2010 at 12:11 pm

Reply

Thanks stumpled across this when looking for inspiration for a new logo I'm supposed to design. Hopefully I'll get this darn thing done fast :/

Eric Jackson June 29, 2010 at 10:16 pm

Reply

What a great article! An effective logo design speaks a thousand words. It should be timeless and memorable to keep people remembering the particular brand name over and over again. All this can be accomplished with a good designing team who take the initiative to understand your company. I've worked with LogoDesignCreation, and I'm amazed at their willingness to work to bring the best result and they gave fresh Ideas and new spins on existing designs. Their professional opinion is a great value for their clients. Professionalism and sincerity is worth more than a handshake after a business sale. They have both. LogoDesignCreation also has great service with fast response and are very attentive to customers specification. I really recommend this company to others out there who are needing a design.

Eric Jackson

Claytowne July 6, 2010 at 3:30 am

Reply

I think number five "a logo must be appropriate" is really the only one that matters. Timeless doesn't make any sense because only time will tell that. Is the Coca Cola logo timeless? I don't know. Looks dated to me. But that's a good

thing I suppose since they are 'the real thing'. The truth is you can say all these things are important to the logo design process but only time will tell. A lame logo can become cool and endearing if it's attached to a great brand. A great logo will go nowhere if attached to a bad product. As designers we like to think that we have all this power and that the right logo design is crucial for success but it's not true. It certainly helps, but a so-so logo will not hold back a great brand and a great product. However, a truly kick ass logo can give you an initial edge out of the gate and increase your odds of becoming a household name. That's the value of a great logo, its increases your odd, but it's not a deal breaker.

DesignLogo July 9, 2010 at 1:21 pm   *Reply*

Thanks alot. it is very instructive
This is good tips

Victoria Li July 21, 2010 at 2:19 pm   *Reply*

Thanks for sharing your principle which is totally true and useful.

Victoria, Designer

??? ???? August 11, 2010 at 11:25 am   *Reply*

Although designing a logo is not my professional area.it is nice to read very informative articles like that..liked the time I spent here..thanks..

DropShip August 21, 2010 at 5:19 am   *Reply*

Wow this is a great guide. I've always just outsourced logo design, but this makes me want to give it a try myself. Thanks!

montreal website design August 24, 2010 at 5:23 am   *Reply*

Nice posting! In fact logo is the branding of website. It's should be catchy and

professional

Daniel August 25, 2010 at 11:38 am   Reply

Thanks for providing an excellent article on logo design. I never know what to expect when clicking the top ranked web page on Google Search, but this high quality article certainly didn't disappoint. As a result, I have created a simple and effective logo for an upcoming website redesign, and the logo was done in less than 3 hours. Now sent it through for final analysis to my PR guru. If all Google searches delivered such perfect results, the majority of spam websites wouldn't make enough money to exist! Muchas gracias...

chambres d'hotes france August 29, 2010 at 3:15 am   Reply

Thanks,

This is a great article and a great website. I liked it very much. It will help me to optimise my websites in europe. I have website in travel and that meens a lot of seo work !!

Thanks a lot and greetings,

Dave and Carol
Seo and Travel Website in Europe, France

JMontes November 5, 2010 at 10:37 pm   Reply

this is a great reference.
last year i was having difficult time making my own logo and end up into just letters. My idea was simplicity.

kanjar November 6, 2010 at 8:22 pm   Reply

aby logo banana londay bazi ka khayl nahee hay
na mamy dabany ki tarha asan

gand ghisani parti hay

Samar November 27, 2010 at 10:47 pm   Reply

Nice article, love your work dude!
I feel your blog is being hijacked by spam comments.

Mikey December 1, 2010 at 11:25 am   Reply

The ugly lol… way too many firms concentrate far too less on their logo design.
Nice job mate!

GSA December 2, 2010 at 2:58 am   Reply

A few people has asked what logo "the bad" is…

Apparently it's the logo for an Asiatic restaurant.
http://failblog.org/2008/09/12/restaurant-logo-fail/
It is supposed to represent a pagoda in front of a rising sun. It's a bad design
because most occidentals will mistake the picture for something else it is not
meant to represent.

Eddie Garrison December 17, 2010 at 4:05 pm   Reply

Great post and so true in all aspects. Many designers (myself included) at times
try to put too much into a logo and it loses it's value, design qualitys and overall
look that you were going for in the first place. Thanks for posting this up.

echo December 17, 2010 at 10:16 pm   Reply

not all people like a simple logo, some people want the awesome logo. so the
logo must be like what the client want.

btw, i still confused with my own logo :))

Steph December 23, 2010 at 12:28 pm   Reply

Nice article! I'm staring a non-profit orginzation and this has helped me
BUNCHES!! Thanks ;)

Logo Design NZ December 30, 2010 at 11:06 am   Reply

I have found a number of your tutorials and they are incredibly helpful, thanks. I
am really trying to focus on keeping my logo design simple, it always seems to
work best for my clients and me!

AboutWeb January 3, 2011 at 8:24 am   Reply

Hey, this is a nice tutorial. Even so, GIMP would be any good to use for a logo
? Can he create vectors ?

alli January 3, 2011 at 6:25 pm   Reply

great logo design tips. thanks for your post

Diseño Web Barcelona January 6, 2011 at 9:09 am   Reply

Thank you for these great tips!

creativeshooter.com January 13, 2011 at 10:51 pm   Reply

Good logo tutorial, I'm working on logo design.

raghav February 4, 2011 at 1:40 am   Reply

thanks dude its very helpful

Novoline March 7, 2011 at 2:57 pm

Reply

Nice Page :-D

thamir March 27, 2011 at 11:09 am

Reply

its a gud refernce.....thank u brother....

Bogyum May 5, 2011 at 5:37 am

Reply

Wow your tips are really amazing thank you a lot!!

e sa?l?k June 3, 2011 at 9:25 am

Reply

My blog has opened so many doors for me and has helped me land quite a few jobs. By being immersed in writing and showing initiative, having a blog has been a great platform and portfolio. And I would recommend to anyone looking to start or build a portfolio to have a blog.

takumisofian June 27, 2011 at 11:44 am

Reply

great information for me to start design logo.

czar July 11, 2011 at 11:23 am

Reply

Thanks, man.

Review Dehumidifier July 18, 2011 at 1:35 am

Most of designers forget these basics. Maybe to do something easy is quite hard but powerful.

No 1 di google July 22, 2011 at 8:41 pm

thank's bro, this info is very useful for me.

lilkeke August 3, 2011 at 5:14 am

hi tihs is a very great article...BIG THX

Rohit Sharma August 5, 2011 at 7:58 am

really i found very good thing this you have sea of knowledge for beginner designers like me

blogmafia August 11, 2011 at 2:45 am

Good tips and recommendations......

Nick August 29, 2011 at 4:44 am

Hey, nice post but i was wondering if you could help me, My class at school has to try and make and market ginger beer and for that we need to have a logo. Do you have any ideas on how to design a logo for this, if so it would help a lot.

Virtual Agents September 2, 2011 at 12:09 am

Excellent clarify article!!!More important for every designer is the principle. Nice key points. Good job.

jack September 12, 2011 at 4:24 am

Very good informations to start designing a professional logo. Thanks!

Bogyum September 30, 2011 at 9:30 am

Hmm,…. Just what I need to get my old brain back and design a logo,.. frikkin' perfect, isn't it?

Nazanin October 4, 2011 at 8:01 am

Your post just saved me! Thanks!

Laura Peragallo October 10, 2011 at 4:18 pm

This article gets to the essential qualities of a strong and effective logo in a well-presented manner. When logos go bad, they can be an insult to design. Thanks for providing great guidelines for designers to follow.

Swiffer November 13, 2011 at 1:22 pm

Excellent clarify article!!!More important for every designer is the principle. Nice key points. Good job.

A Tremmers November 30, 2011 at 2:09 pm

Great post... Is there info on what legal issues a designer should consider when creating a logo with a specific typeface incorporated in it?

Jacob Cass November 30, 2011 at 5:06 pm   Reply

A Tremmers,
It would depend on the font license.

A Tremmers November 30, 2011 at 5:47 pm   Reply

right ok.. so there is no way around it besides what the license states?.. I read somewhere people were turning the type to outlines therefore it was no longer considered an original form of the font.. To me that sounds a bit dodgy for a client, I wasn't sure how cheeky that really is in the industry..?
Thanks for your help, much appreciated

Liam Donachie December 14, 2011 at 5:49 pm   Reply

Hi there,

i run a clubnight in Leeds, UK Called nest we have been going 2 years and have done really well in our city and even had the priviledge of playing at the legendary Space in ibiza.

we have a podcast series which goes out to 4,000 subscribers and are currently getting a new website.

with this new website we're wanting a new logo i think our old one is too corporate check the website.

We are a good fun club night/party which plays house music old and new and want it to resemble a home like place were people can come and enjoy themselves and be themselves to good music!

i was wondering what the going rate is for a logo designed here?

Thanks Liam

Dorothy January 1, 2012 at 1:45 am   Reply

Thanks for posting! This is exactly what I need for my new business. :) THANKS AGAIN!

thamir January 4, 2012 at 1:13 am   Reply

your works are amazing brother and this site is giving me more inspiration to work....please do check my freesite that i created through wix.com and check my logo design andalso my layout ... give suitable suggestion ...
i hope u will reply me

thank u

venki January 6, 2012 at 6:48 am   Reply

Hello!!! I am in a process to crate a logo, the key word is: sisters, im tryng to identify that word with a symbol, its difficult!, please some help or tips!. Thanks a lot!

Bruno January 10, 2012 at 1:35 pm   Reply

Nice article. I have also learnt some of those logo design principles back on school. Still the one i can not understund quite well is the TIMELESS principle. How could i figure out whether my logo will still be effective in 10, 20 or 50 years? is there an effective way to predict that?
What makes flawless Coke Logo still effective?

This is for me (Timeless) the most diffictul principle to achieve.

I would appreciate tips, or help on this aproach.

Loubser January 25, 2012 at 2:59 am   Reply

Thanks for the starting point. Now for the hard part: research! Regards

Tumelo January 25, 2012 at 3:57 am   Reply

Great post J... Totally well written and I like the illustrative imaging.

I learned a few things, I am a self-taught freelance graphic designer based in South Africa, Pretoria.

Thank you for the great post.

Daly@Writing Templates February 6, 2012 at 2:25 pm   Reply

I'm reading this now, and I also read your post about $5 logo design. I have to tell you, if I was in need of a designer, you would be the guy. You make sense in everything you say!

Ilse February 20, 2012 at 10:23 am   Reply

Thank you so much for all the tips! I'm reading a lot of your articles right now for my logo research, haha. I guess my teacher will be glad with all the info I'm gathering.

Thanks again!

Ilse

Nirasha March 4, 2012 at 1:46 am   Reply

This is great! I was just asked to design a logo for a new project and I have no clue how to do this. It's for charity and I need to incorporate 3 messages into one simple logo. Then I read and it makes so much sense. Thank you.

Sovithya March 31, 2012 at 9:31 pm   Reply

U are Great Jacob!

Ideja April 4, 2012 at 9:00 pm   Reply

Thank you very much! I will study very well what you wrote. Good luck with your work!

salsa April 6, 2012 at 5:57 am   Reply

What a great blog, interesting topics! I love reading this material.
mosasart.tk

MindLeaks April 10, 2012 at 11:54 am   Reply

This is a very helpful tips. I've been trying to create a good logo for a while now as a learning experience but I think I still haven't hit the spot.

rex joseph April 17, 2012 at 11:10 pm   Reply

thanks for the informations regardles of on how to create or make logo's. i really admire doing and trying to design by my own. i really appreciates.

Coat of Arms May 12, 2012 at 11:09 pm   Reply

Here's a fun interview we did with our logo designer, a very talented artist from Pittsburgh. It is less about the technical side of logo design and creation, but more about the artist and the thought process involved.

http://coatofarmspost.com/articledetail17_ARecipeforaLogo.php

Jeanlou June 14, 2012 at 1:36 am   Reply

Great website! I am a graphic designer from Mauritius, we don't have much resources as big countries and we rely a lot on getting infos and sharing from designers on the net, your tips are great: helpful and inspiring! My website.

Dexy July 19, 2012 at 5:11 am   Reply

Nice article, now that we learned logo design, can you tell us how to transfer
them to canvas/computer?
I have talent on paper but when it comes to computer i know basic of AI but i
heard for web 2 logos you need to know some 3d programs is that true (i saw
some verry nice 3d logos witch i think that with AI cant be done) what do you
suggest?
Ty

Weymouth Web Design July 26, 2012 at 8:47 pm   Reply

I'll right away clutch your rss feed as I can't in finding your e-mail subscription
link or newsletter service. Do you've any? Please allow me realize in order that I
may just subscribe. Thanks.

Haraj August 2, 2012 at 12:12 am   Reply

Thanks a lot for this. I know basic photoshop skills, and some basic illustrator
skills. I really think I should focus on learning illustrator, but I'm not sure if it's
going to be worth my time, as designing is mostly a hobby for me.

Fernan August 17, 2012 at 11:57 am   Reply

hello! this info is really useful for beginners like me but i do have a question
based on a experience. . . i had a really small business with other friends, at the
time i we wanted to make a logo i didn't know where to start or how to make
really GOOD logo ... just made a logo based on how it would look like. maybe
because we didn't have a true identity or brand. . . any advices how could i
manage that kind of work with new and small business?

Thanks in advance

advertising photographer August 31, 2012 at 10:14 pm   Reply

Great tips but I would add one more thing. It's better to have no logo than a
bad logo.

how-to-make-photo-collage September 24, 2012 at 4:33 am

Reply

I'm extremely inspired along with your writing skills and also with the layout in your blog. Is that this a paid subject or did you customize it yourself? Anyway stay up the nice quality writing, it is uncommon to see a nice blog like this one today..

sukanya September 27, 2012 at 6:33 am

Reply

I am preparing a project where i need to create my own virtual business and i have chosen a food truck business so what kind of logo would you suggest me to opt for,can u please suggest me..??

web design October 23, 2012 at 6:59 am

Reply

Hello, Neat post. There is an issue along with your site in internet explorer, may check this? IE nonetheless is the marketplace leader and a large component to other people will leave out your wonderful writing due to this problem.

James November 27, 2012 at 4:21 pm

Reply

Thanks, Jacob, for your tips, although did not help me with my company logo. LOL!
It helped me with boring I.C.T hwk instead. Thanks for getting me a good grade!

chris November 28, 2012 at 6:30 am

Reply

nice artiicle, would have liked some decent examples

Josh December 14, 2012 at 7:39 am

Reply

Hey, Jacob,

I like the tips but one thing I never noticed was a logo for your own graphic designing. Do you have one? If so I'd like to see it.

Jacob Cass December 14, 2012 at 10:10 am   Reply

Josh,
You can see my old logo's design process here:
http://justcreative.com/2008/04/24/logo-design-process-of-just-creative-design/

saleem December 20, 2012 at 1:18 pm   Reply

Hello Jacob,

Thank you, it is very useful article. From the beginning I hooked up with your easy to understand writing style. For a beginner this information is very useful. I am going to start my journey to logo designing. I will remember these good tips.

89 TRACKBACKS

Submit A Creative Comment

Your email address will not be published. Required fields are marked *
Please use your real name and do not use keywords. All comments are moderated by myself and I reserve the right to edit or not publish your comment. Thank you!

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I'm Jacob Cass, the founder of JUST™ Creative. I'm a multi-disciplinary graphic designer, working with clients all around the world. My specialty is logo & brand identity design. JUST™ Get in touch.

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