

Logo Design 101

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Logos – They are Everywhere



Key Logo Ideas

- It must be very simple and memorable
- You should consider the audience when you choose the design and the colors
- It can be just a word or words
OR
- It can be a combination of words and a symbol



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Characteristics of a Good Logo

- It should be very simple
- It should be of limited colors
 - Graphic designers say that a good logo will have a maximum of 3 colors
- It should have a relevance to and a relationship to the subject. For example, a swimmer for a swimming club.
- It can be abstract or realistic.



Logo Development Process

- Let's go through the design process for a logo for a technology company.
- The client wants us to design a logo for his new company. It is a software sales company. The name of the company is **THINK CMB.**
- The client just told us just 2 things:
 - He wants some human touch related to thinking action in the graphic
 - The background should be blue.

Process #1

- We brainstorm ideas highlighting the main thoughts of the logo theme. We think of 3 concepts.
 - Bulb - related to ideas, brightness , brainstorm, enlightenment
 - Thoughts - abstract ideas for thinking
 - Brain - Human aspect for thoughts and ideas



BULB



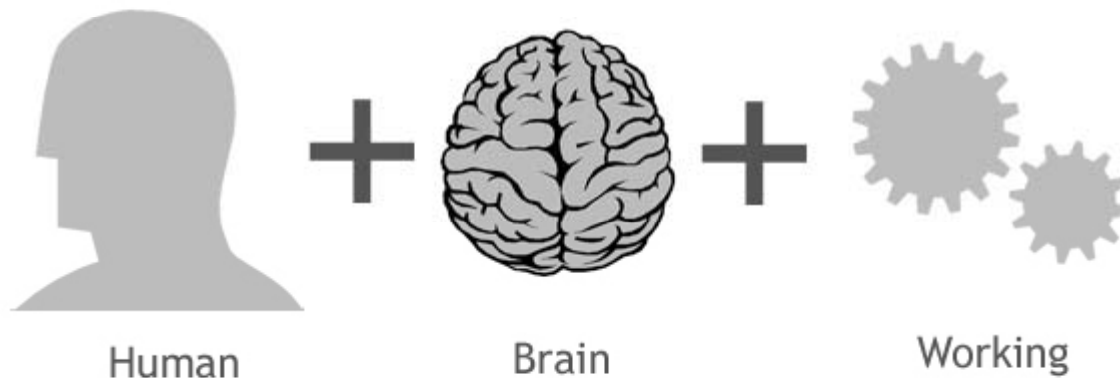
Thoughts



Brain

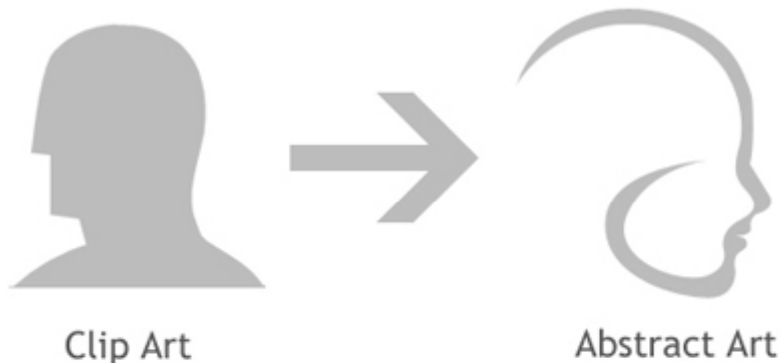
Process #2

- Next we had to choose the most suitable concept.
- We discarded the bulb concept – we didn't like it.
- We tried to develop the brain concept further.
The human brain and its working is basis of every human action and achievement. So we connected these ideas.



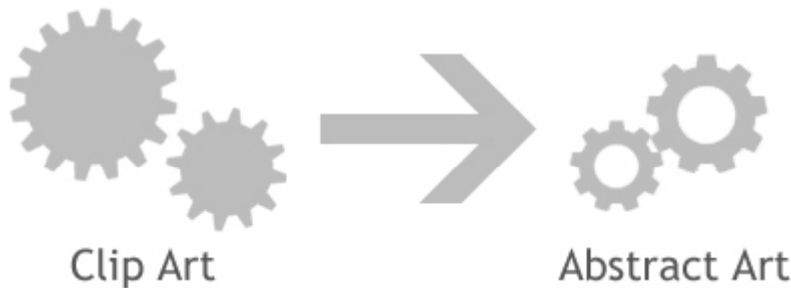
Process #3

- Now we transform the human clip art into more abstract form of human profile. Abstract form mean a few simple strokes can convey an idea in an effective way. We create an appealing human profile with modern touch.



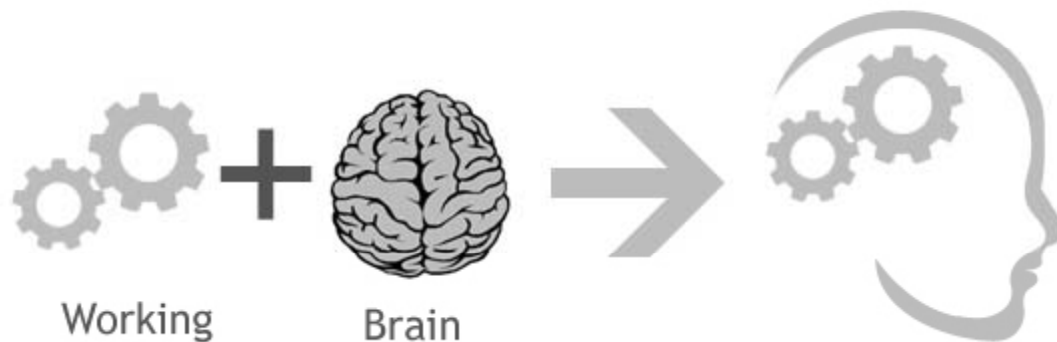
Process #4

- We had to combine the idea of working of brain with the human profile. We decided to give the working of brain concept a more abstract form as well. Symbolic representation of gears helps to enhance the logo.



Process #5

- The logo graphic now takes its basic shape as we combine the various ideas of human face, thinking process and brain. We remove the brain image as it looks too medical. We retain the human face with working gears to highlight the thought process of human mind.



Process #6

- We integrate the text part of the logo to the graphic along with blue background. We also try 2 different fonts for the text. We also give two different formation of the logo. One logo has graphic embedded with the text and in the other, graphic and text are independent of each other.



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Process #7

- One concept is chosen by the client. He is very happy with the embedded idea of the K of Think extending into the graphic of human mind working ideas.



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Process #8

- But the client wants to see the final logo in different color combination so that he can make a wider choice.



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Process #9

- The client makes his final selection. He make us soften the blue color of the graphic slightly.



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