Project Notes

ASSIGNMENT

Website providing branding resources required an article describing the importance of logo design.

CREATIVE SOLUTION

Drawing upon my experience with logo and branding projects, I wrote an article summarizing the most important logo qualities that I have observed. I wrote in an informative but relatable tone to engage the readership.

When consumers choose to make a purchase or investment, their decision is informed not only by their perception of what they are buying, but also who they are buying from. Building a trustworthy brand is the most important tool you can use to attract and retain customers—and you can't distinguish your brand without a logo.

Your logo design is important because it visually communicates your company's core identity. The colors, fonts, and icons used in a logo create the symbolic "face" of your business and these graphic elements should reflect your company's purpose, personality, and ethos. Customers expect companies to have a logo because a logo is a basic indicator of legitimacy, but the quality of the design impacts how trustworthy and compelling a business appears. Considering this, simply having a logo is not sufficient. So what should you consider when designing your logo?

The following 4 points summarize the fundamental qualities that you should strive to achieve when developing your logo.

1. Recognizable: Don't assume that distinguishing your business requires the development of a complex logo. On the contrary, a cursory glance at some of the most successful companies in the world reveals that value creation is not associated with visually intricate logos. Uber, Facebook, Instagram, Snapchat, Pinterest, Coca-Cola, and Google are all excellent examples of absurdly successful companies wielding the power of a simple, recognizable logo to achieve global dominance.

2. Consistent: As they say, consistency is key! You want your customers to recognize your logo, so keeping your design 100% consistent is vital. Using multiple variations of your logo interchangeably will confuse your customer—even if the changes are as simple as slight divergences in font and color hue. Think about it this way: Why would a consumer trust a brand that can't even decide on its own logo?

3. Relevant: This might go without saying, but your logo should be visually related to the industry that you are in, or at least not so abstractly related that your potential customers will be left scratching their heads. If you own a residential construction company for example, using an icon of a family theoretically makes sense since people will be living in the home, but here's the problem: Your potential customers might infer that your company builds family relationships instead of homes. Remember, people have short attentions spans, which means that the opportunity to make a compelling first impression is limited. A straightforward logo will help your potential customers see you as a solution immediately.

4. Attractive: You want your logo to create a positive association in your potential customers' minds. Consider doing research on the colors and shapes that evoke feelings of happiness. Also, don't forget to keep your target customer base in mind. If your target demographic is housewives who live and breathe baking, a cold industrial logo will not do you any favors for customer acquisition.

The importance of logo design is significant, but following the above guidelines will make the process of developing your logo straightforward and rewarding. Remember, you can always update your logo if your company grows beyond your initial concept, but you can't undo the opportunity cost of a poorly designed logo.