WHAT IS A LOGO, AND WHAT MAKES A GOOD LOGO?

Kilde: http://www.dreamstime.com/royalty-free-stock-photos-logo-symbol-image20424958

A logo is a part of a non- verbal communication. The logo is a symbol which is meant to represent an organization, a product, an event or a person. Most bands, shops, festivals, schools, universities have a logo. Anybody can have a logo. It is popular to have a personal logo that shows that you are a reflected and creative person, much in the same way as businesses and organizations.

The field of designing logos is enormous, and companies, artists and brands (to name a few) spend huge amounts of time and money to get the perfect logo. However in this instance the students do not get an unlimited amount of time, so I suggest that you keep it simple.

There are no specific rules of how a Logo should look, but there are some criteria you are advised to follow;

Here are five important *design elements* when it comes to logos:

1. **Describable** (simple)
2. **Memorable**
3. **Effective without color**
4. **Scalable** (i.e. work when just an inch in size)
5. **Relevant** to the industry in question

Points one and two go hand-in-hand, because if you can't describe what a logo looks like then how will you be able to remember it? A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unique without being overdrawn.

Kilde: http://en.wikipedia.org/wiki/File:McDonald%27s_Golden_Arches.svg

Point number three is important because colour is secondary to the shape and form. However in some cases the colour of the logo is important, but it should still work just as well in black and white.

Point number four is vital for products such as *office stationery* (pens, pin badges etc.) — all those little things that can easily be overlooked.

Lastly, the design must be relevant for the business it identifies. This is accomplished through in-depth research into the industry involved, and helps to differentiate from closely associated competitors.

Kilde: http://www.dreamstime.com/stock-image-toys-image21068631#

Some would also say that a logo should be timeless. If you manage to create such a logo, that is a very good thing. However it is not uncommon for businesses to upgrade their logo if it becomes outdated.

A good example of a timeless logo.
Kilde: http://en.wikipedia.org/wiki/File:Coca-Cola_logo.svg

How to choose a font:

Many logos consist only of the name of the brand (or company, artist and so on). In these cases font and colour is very important. There are an immense amount of available fonts, and again this is a big field of design, one that we do not have the time to really get to know in this project. Just make sure that the font you use in the logo is easy to read, and that it
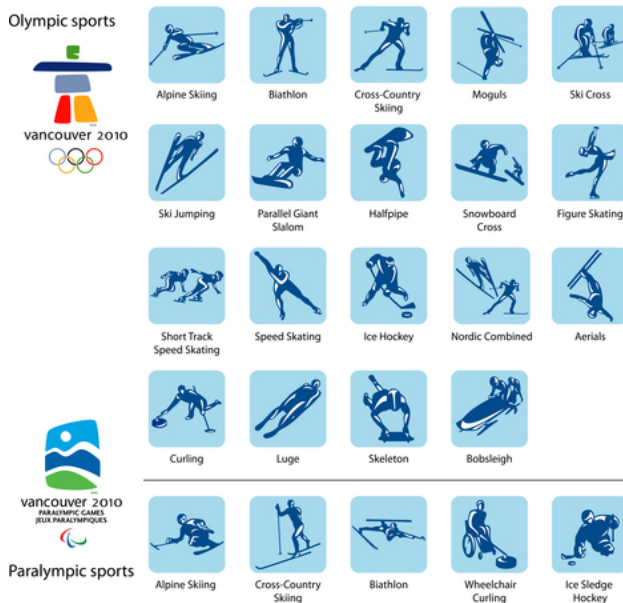
somehow gives the project some character. Looking at famous logos could give you some hints. The colour should be relevant to the industry in question, and for this you should know a little something about the colours symbolic value. Here are some examples where the colours a relevant:

Green is often used in logos that have to do with nature and environment.

Kilde: http://www.dreamstime.com/royalty-free-stock-photo-protect-environment-logo-image17912355

Cool colours are often used when winter- activities are involved.

Kilde: http://www.dreamstime.com/royalty-free-stock-photos-sport-pictograms-logos-image11671038

Examples of logos consisting only of the name (type face):

 Kilde: http://en.wikipedia.org/wiki/File:Coca-Cola_logo.svg	 Kilde: http://en.wikipedia.org/wiki/File:Googlelogo.png
 Kilde: http://en.wikipedia.org/wiki/File:Facebook.svg	 Kilde: http://en.wikipedia.org/wiki/File:Ikea_logo.svg

Recommended logo design resources:

http://justcreativedesign.com/2008/12/02/logo-design-resources/

http://logodesignerblog.com/top-best-10-logo-design-inspiration-galleries/

http://www.webdesignerdepot.com/2009/01/how-not-to-design-a-logo/

Fonts:

http://www.elf-design.com/article-Logo-Font.html