

LOGO DESIGN

Trends & Tips

The Merriam-Webster dictionary defines the word logo as "a symbol that is used to identify a company." But in reality, it's so much more.

Your logo makes the first visual impression with your audience and differentiates you from the competition. It expresses your vision, products, personality, and serves as the foundation for your style guide, and ultimately, marketing collateral. When well crafted, your logo increases your audience recognition, further enabling you to reach your goals.

COLORS

- Red**
 - Evokes strong emotions.
 - Symbolizes strength, power, determination, and love.
 - Brings text and images to the forefront and stimulate people to make quick decisions.
- Yellow**
 - Associated with joy, happiness, intellect, and energy.
 - Attention-getter, and is often seen before other colors when placed against black.
- Blue**
 - Symbolizes trust, loyalty, wisdom, and confidence.
 - Produces a calming effect
 - Implies knowledge and stability.
 - Favored color for Corporate America.
- Orange**
 - Representative of enthusiasm, happiness, creativity, and success.
 - Highly visible when used for essential elements of design.
- Green**
 - Symbolizes safety, growth, freshness, and stability.
 - Most relaxing for the human eye.
- Purple**
 - Associated with royalty and symbolizes power, luxury, and ambition.
 - Represents creative thinking.

Source: <http://www.color-wheel-pro.com/color-meaning.html>

SIMPLE

Easier for the audience to remember your brand.



ORIGINAL

Don't be cliché, instead distinguish yourself from the competition.



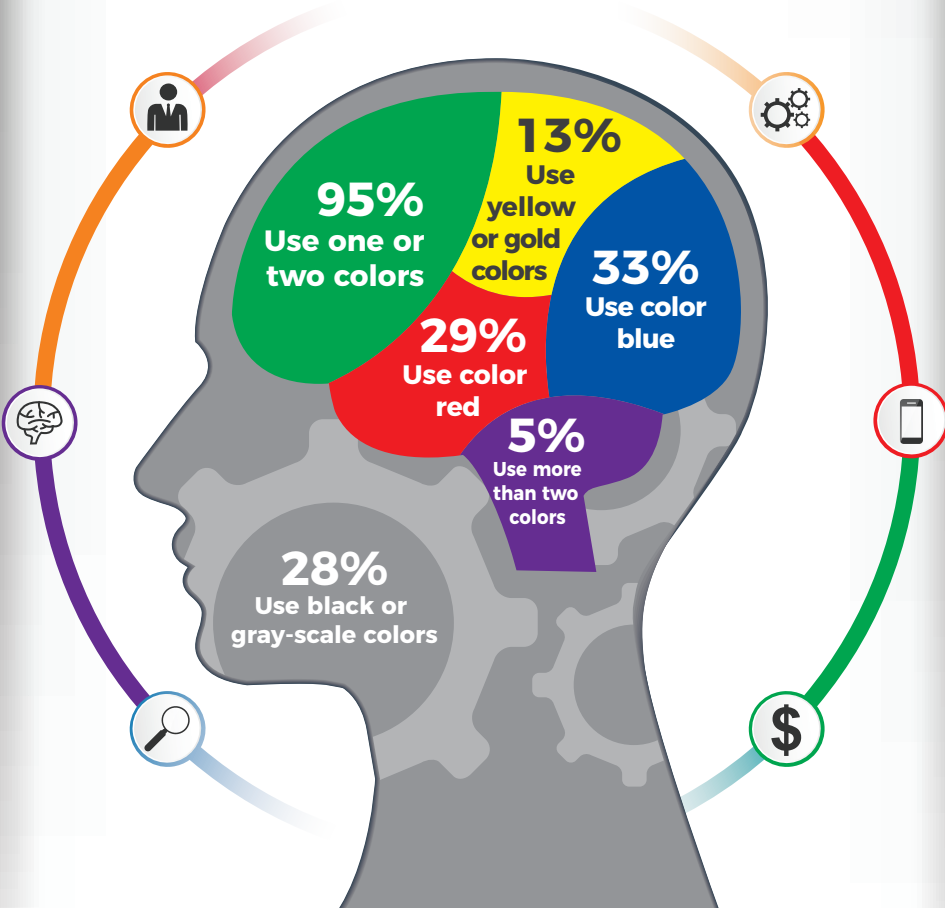
ADAPTIVE

Print, web, or mobile, you should always stay true to its original design.

ENDURING

Logos shouldn't change with every new trend.

FACTS ABOUT COLOR AND LOGOS



When designing for print, be sure to select colors that are within the CMYK or PMS color gamuts. To learn why click here.

Enjoy this infographic? Would you like to have one created that speaks to your business or industry? Contact us today, and see how we can make your brand stand out from the competition.