

What Makes a Good Logo?

In today's society where consumers are overwhelmed with images and symbols, what makes a logo stand out? What makes a logo withstand the test of time?

A good logo has the following qualities:

- It speaks to its target audience
- It communicates the vibe and attitude of the company it's representing
- It is unique and not cliché
- It is classic and timeless, not driven by trends and fads
- It is simple, not complex
- It is adaptable and easy to reproduce

These are a couple of the world's best logos and a brief explanation of what makes them great:



Apple

Incredibly simple, profoundly memorable. Originally inspired by Isaac Newton's discovery of gravity, the logo went through a few transformations (read: simplifications) before settling at its current form. Interestingly enough, the "bite" taken out of the apple was in fact a practical move to distinguish it from a cherry. This demonstrates the importance of both symbolism and practicality in logo design. Another strength of this logo is that it is adaptable – it is scalable, meaning it can be enlarged and reduced in size as required, and being completely black/white, it is easy to reproduce. These are key qualities you want in a professional logo design.



Nike

Universally recognizable! Take a look at the Nike Swoosh anywhere and the first thing that pops into your head is the company's tagline "Just do it" or the brand name "Nike". Today, people wearing Nike apparel are consciously using the brand and logo to associate their identity with a certain athletic lifestyle. Did you know the creator of this logo was only paid \$35 for her work in 1971?! Nike [logo designer](#) Carolyn Davidson created the Swoosh which represents speed and movement. It soon became one of the most iconic images worldwide. Its association with the brand was so strong that in 1995, Nike decided to remove the brand name from the logo design, leaving just the Swoosh to represent the entire company. This is a perfect example of keeping your logo design simple. Less is more – when it comes to logo design, this is definitely true!

When it comes to creating a logo for your business, it will be worth your while to check out the various [logo design services](#) out there. Have a chat with a few logo designers to ensure they're on the same page as you before deciding on one!

Logos in Today's Postmodern Society

In semiotics, communication is understood in terms of signs and symbols. These are words or images that have no intrinsic meaning. As humans, we are the ones implementing meaning into signs and symbols, as a way of perceiving, negotiating and understanding the world. Logos are symbols which take on the meaning that humans prescribe.

What are logos for and what do they represent?

While many decades ago, logos served a main purpose of identifying a company, what they have come to represent has become more complex in today's postmodern consumerist society.

Walk through any gym or shopping mall and look at the many young women wearing yoga pants with this symbol:



That logo is not incidental or a coincidence. The individual wearing it has made a conscious decision to purchase a pair of lululemon tights, not purely for their utility, but for its associations of trendiness, healthy lifestyle, and some would even suggest elevated social currency. These symbolic associations are created not just by the company's advertising, but perpetuated by Instagram fitness models and brand ambassadors on social media. The logo has come to represent not just the name of the brand or its products, but more importantly, the qualities that it is connected with and the emotions it evokes.

In today's society driven by consumerism, the logo takes on a different meaning. The symbolic meaning of the logo on a pair of yoga pants has become more valuable than the actual tangible item.

What does this mean for businesses?

Now, more than ever, it is absolutely crucial to invest in your logo design. It's going to be worth your while to invest in a reputable [business logo designer](#). The right logo has the power to speak to the subconscious minds of consumers. What [logo design](#) will you have? And how will you shape its symbolic meaning? If you're building your brand, it's time to start with your logo.

The Importance of Shape and Color in Logo Design

There are many factors to consider when designing your logo. After all, your logo will be the symbol that represents your company. It is crucial that you think through the design process meticulously. In the design process, you'll inevitably encounter these two questions: "What color should my logo be?" and "What shape should I make it?"

Did you know there is more to shape and color than meets the eye? There are various studies which research the psychology of logo design, taking into account shape and color as variables. It has been proven that certain shapes and colors represent specific associations and elicit different emotional responses. Given that your logo will be communicating what your business is about, these considerations are vital to your design process.

Here's a brief overview on what shapes and colors represent:

Shapes

- Circles & Ovals: Positive emotion, complete, community, unity, femininity, endurance
- Squares & Triangles: Stability, balance, strength, professional, efficiency, masculinity
- Triangles: Stability, balance, power, science, law, religion, masculinity
- Vertical lines: Strength, aggression, masculinity
- Horizontal lines: Community, calm, tranquility

Color

- Red: Warmth, energy, aggression, love, exciting, passionate, bold, action
- Green: Natural, health, ethical, organic, growth, freshness, caring, earth
- Pink: Feminine, loving, caring, innocence
- Blue: Integrity, success, professional, trustworthy, calm, strong, secure, honest
- Yellow: Intellect, optimism, happiness, logical, confident, playful
- Orange: Social, adventurous, communicative, friendly, affordable
- Purple: Creative, imaginative, intuitive, nostalgic
- Black: Strong, formal, sophisticated, luxury, seductive, authority

There are many great [logo design services](#) out there. If you're looking for one to create your [company logo design](#), make sure that you get a professional designer that understands the significance of shapes and colors!

Top Tips for Creating the Perfect Logo for Your Business

We all know the importance of logos to your brand identity and company image. Whether you're a small start-up or a multinational corporation, your logo is the symbol that represents your corporation in our fast-moving world of images and visual communication. This means it is absolutely crucial that you dedicate enough time and thought into creating your company's logo design. Your logo plays the role of communicating what your company is, what it stands for and what it's associated with.

So... the million dollar question... what makes a good logo?

Here are some expert tips on creating an effective logo for your business:

1. What is your logo saying and who is it saying it to?

What vibe are you trying to convey? Is it serious or lighthearted? Corporate or casual? The design of your logo should reflect this accurately. It is also important that your logo appeals to your target audience. For instance, if your target audience are athletic males in their 20-30s, you might choose a bold, red/black, explosive/aggressive design.

2. Be individualistic

Sure, in a society inundated with endless visuals and symbols, this may be easier said than done. However, strive to be unique and aim to stand out from your counterparts. A good way to do this is to research what your competitors are doing, and ensure you don't fall into the same pattern! Avoid clichés and the obvious (for example, representing a café with a mug or coffee bean), don't imitate existing logos, and don't chase trends! As with every creative masterpiece, there will always be plagiarism and the last thing you want to be is a logo thief!

3. Timeless, not trendy

Think Nike, Coca Cola, McDonald's. These logos have withstood the test of time. Their classic design was relevant 50 years ago and is equally relevant today. This is something a logo designer should definitely aim for. You don't want your brand to ever seem dated. Trends and fads will come and go, so it is best not to base your [logo design](#) off what is currently trending, or the "hottest designs" of the moment, as these trends are only temporary and will eventually die down.

4. Keep it simple stupid

Less is more! This could not be more true when it comes to professional logo design. Avoid a logo design that is too busy or cluttered as it makes it difficult to absorb and remember. A simplistic design will prove to be more memorable and impactful than a complicated one. Just think of the top global brands with iconic logos— Apple, Google, Pepsi— How simple are their designs?! Learn from the best!

Enlist a reputable [logo design company](#) that has a strong understanding of all these elements to create the perfect logo for your business.

The Most Common Mistake Logo Designers Make

Your logo is a fundamental part of your company's corporate identity. Naturally, you would need to invest a considerable amount of thought and time into designing the perfect logo.

Of course, you would have already addressed these key points:

- Does your logo speak to your target audience?
- Does your logo reflect the attitude of your company?
- Is your logo unique?
- Does your logo stand out from your competitors'?
- Will your logo withstand the test of time? Will it still be relevant in 50 years or will it look dated?
- Opt for a timeless and classic look, over a look that's currently trending.
- Keep it simple! Avoid a complex and complicated logo.

There is however another aspect of logo design that is often overlooked... and it's one of the most crucial parts of designing a logo.

This is its adaptability and ease of reproduction. In particular, what you'll have to consider is its proportions and color.

When you [design your logo](#), it is crucial to ensure that your logo is scalable, meaning that it looks the same on a business card and on a billboard. Your logo could be placed anywhere from a promotional pen or notepad or a bus advertisement, so it's important that its proportions and design can be enlarged and reduced as necessary.

To make it easy to reproduce, it is also important that your logo designer produces your logo in different color formats. RGB for computer screens, CMYK for printing, and a black and white version. This should also be considered during the design process – it is typically best not to use more than 3 colors in a logo. This is because more colors would incur a higher printing cost and some mediums may only allow certain colors. You wouldn't want those factors holding you back from reproducing your logo.

With these useful tips, you'll be able to confidently create a [professional logo design](#) for your business!