

DESIGNING YOUR LOGO



ESBA: ELITE SPORTS BUSINESS ACADEMY

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My number one takeaway from this video

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DON'T HIRE A DESIGNER

You can be your own logo designer, especially as you're just getting started. This saves much back-and-forth in identifying your business style. Later, you can hire a designer¹ to refine your vision if you want. When designing your logo, your website, any download, marketing or educational material, use plenty of white space. And consider your clients. What type of font or logo is the best design for them? After all, if they can't read your website, they won't purchase. Instead, they'll leave frustrated.

USE THE RIGHT FONT

Font use in your logo design should be minimal and clean. More modern fonts, like the sans serif fonts, are ideal because they are easier to read and worry is minimal about how they'll age in a few years. Fonts come in four main groups: serif, sans serif, script or decorative / display.

- ☐ **Serif** fonts have small 'feet' at the end of each letter. These are often used to represent serious or traditional brands.

Baskerville

Regular | *Italic* | **Bold** | **Black**

The five boxing wizards jump quickly.

¹ See resources list for recommended designers.

- *Sans serif* fonts are fonts without the small feet. These fonts are easier to read in large sections of print.

Helvetica Neue

Sans Serif

Museo Sans

Sans Serif

Frutiger

Sans Serif

Helvetica

Sans Serif

- *Script* fonts can be cursive or handwriting, fun and playful.

— thanks —
JACQUES & GILLES

— thanks —
CANTONI

— thanks —
MATCHMAKER

— thanks —
CONERIA SCRIPT

- *Decorative* fonts are to be used sparingly but are often purpose-specific or seasonal. These fonts can tell a story on their own.



Fonts can often be combined in ways that tell your story, give clues about your brand and show your personality. When choosing your brand fonts, there is no guaranteed style pairing. But the fonts should be readable, appropriate, won't trap you in a fad or trend and appeal to your audience.

Global Fútbol Training

GFT has used the combination of Georgia font, Arial and Special Elite. Current fonts for GFT are League Gothic, Archivo Narrow and Arial. Canva makes many suggested pairings, based on your personality and business. Here are a few:

GELATO BAR	GEOMETRIC	ENGAGEMENT	CONDENSED
Yellowtail RALEWAY REGULAR Use Raleway Regular for your body copy.	Montserrat Bold MONTSERRAT REGULAR Use Montserrat Light for your body copy.	Quattrocento QUANDO Use Quattrocento for your body copy.	OSWALD BOLD OSWALD REGULAR Use Archivo Narrow for your body copy.
MAGAZINE	FRENCH BAKERY	1940	COCKTAIL HOUR
Abril Fatface ECONOMICA BOLD Use Libre Baskerville for your body copy.	<i>Parisienne</i> MONTSERRAT BOLD Use Montserrat Light for your body copy.	<i>Sacramento</i> LEAGUE GOTHIC Use the typeface Josefin Sans Regular for your body copy.	<i>Mr Dafee</i> ROBOTO REGULAR Use the typeface Roboto for your body copy.
ORGANIC PRODUCE	FASHION	PERFUMERIE	INDUSTRIAL
ARVO COUSTARD Use Sanchez Regular for your body copy.	BODONI BOLD <i>Bodoni Italic</i> Use Quattrocento Regular for your body copy.	LIBRE BASKERVILLE <i>Libre Baskerville Italic</i> Use the typeface Libre Baskerville for your body copy.	AILERON HEAVY ROBOTO CONDENSED Use the typeface Aileron Regular for your body copy.
1940	COCKTAIL HOUR	LUMBERJACK	BIG & BOLD
<i>Sacramento</i> LEAGUE GOTHIC Use the typeface Josefin Sans Regular for your body copy.	<i>Mr Dafee</i> ROBOTO REGULAR Use the typeface Roboto for your body copy.	NORWESTER ECONOMICA BOLD Use the typeface Archivo Narrow Regular for your body copy.	ANTON SIX CAPS Use the typeface Open Sans for your body copy.
PERFUMERIE	INDUSTRIAL	OKTOBERFEST	GRAND OPENING
LIBRE BASKERVILLE <i>Libre Baskerville Italic</i> Use the typeface Libre Baskerville for your body copy.	AILERON HEAVY ROBOTO CONDENSED Use the typeface Aileron Regular for your body copy.	GERMANIA ONE HAMMERSMITH ONE Use the typeface Source Sans Pro for your body copy.	LEAGUE GOTHIC ROBOTO CONDENSED Use the typeface Lora Regular for your body copy.

SET YOUR DIGITAL BRAND STYLE

In a different training, fonts and colors, their psychology and its influence on your audience will be explored, as well as how to choose complementary colors. For your logo, focus on simplicity and design.

Colors

Try to limit color in your logo. This is for several reasons:

- ☐ Color may not translate well across devices
- ☐ Color backgrounds make branding with your logo across social media difficult
- ☐ Use of more than 2 colors raises your pricing on printing shirts and documents significantly

Try to make your design non-color dependent. Make it pop with only one or two colors.

Icons

Icons are helpful visuals for storytelling and logo design. Thanks to the rise of emoji popularity, those simple visuals have translated into many versions of icons for professional marketing. The icon choice for both GFT and ESBA belong to the [Font Awesome](#) family.

What icons catch your attention?

1. Icon (url): _____
2. Icon (url): _____
3. Icon (url): _____
4. Icon (url): _____
5. Icon (url): _____
6. Icon (url): _____

7. Icon (url): _____

8. Icon (url): _____

9. Icon (url): _____

10. Icon (url): _____

What about the icons is similar?

What about the icons is different?

Can you distinguish the icon if smaller²? _____

Logos

What logo designs or styles do you like or notice when you're

☐ Out to eat

²Distinguishing the icon at a smaller size is important because you'll use it as your favicon. A favicon is the browser icon, the small square image next to a website's title in the browser tab.

☐ **Visiting a shop:**

☐ **Browsing online:**

If you are not sure, pay attention as you're out this week in the public or online.

What does the logo say to you? _____

Is it easy to understand? _____

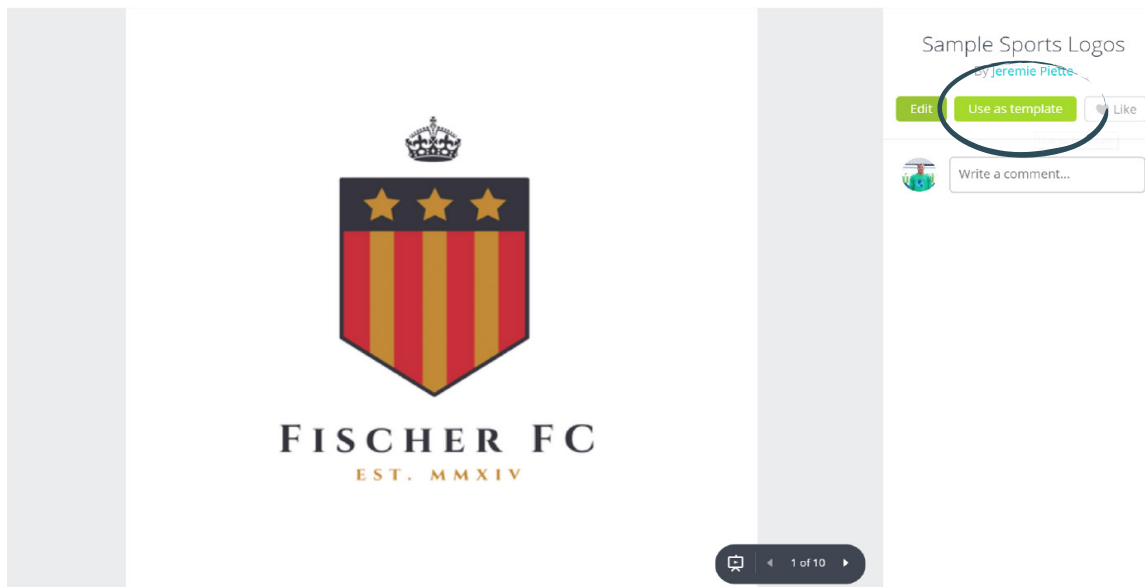
Is it clear at all sizes? _____

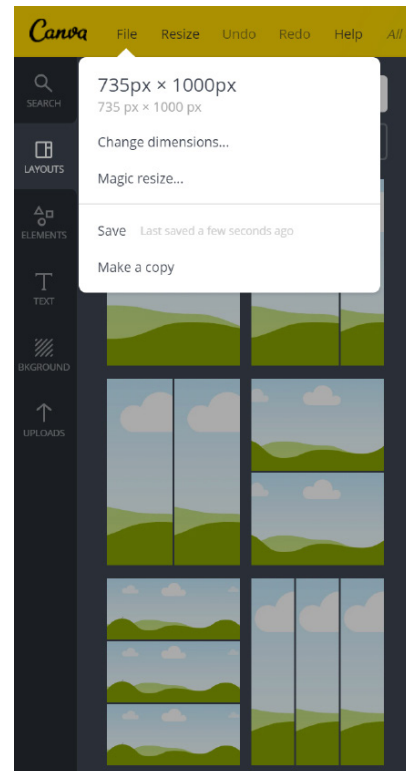
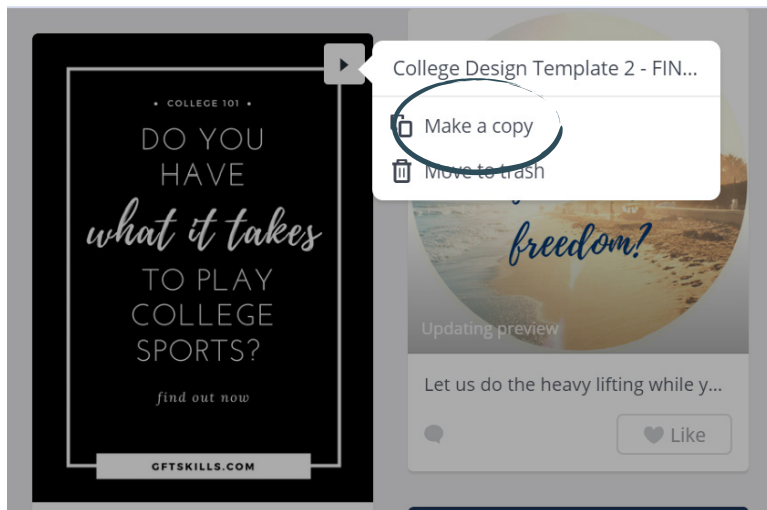
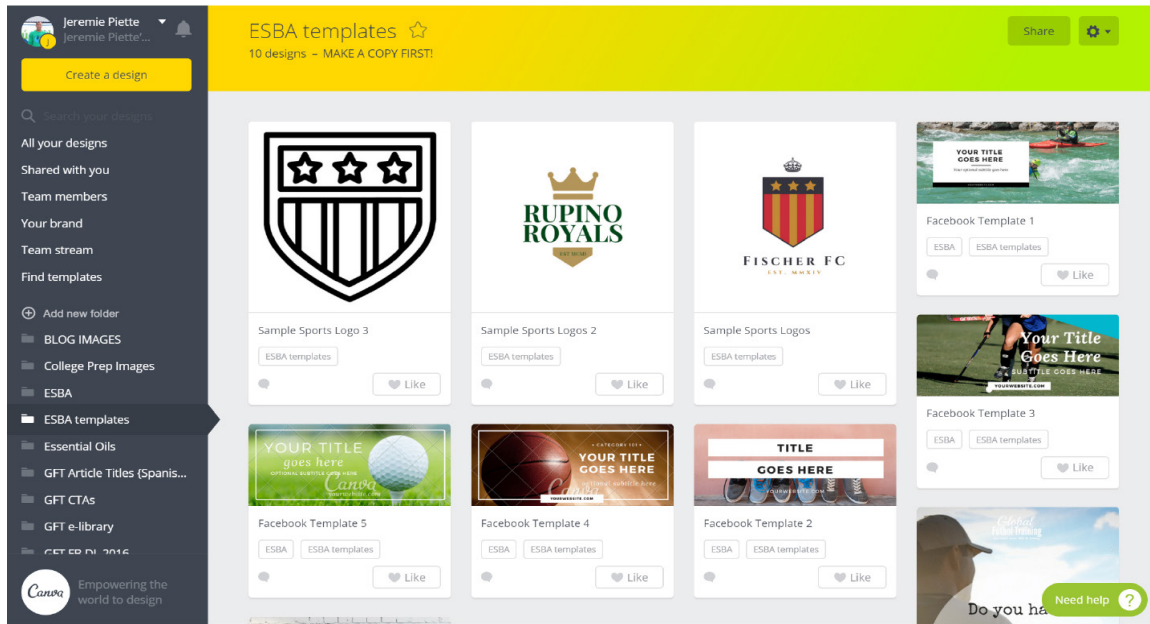
Can you clearly identify what it represents? _____

MAKE YOUR OWN LOGO

If you have not seen the tutorial video for Canva yet, watch it first and then proceed.

- ☐ When you see the file, STOP.
- ☐ Create a copy.
- ☐ Do NOT edit the template.
 - ☐ Go to top left corner
 - ☐ Click 'file'
 - ☐ Click 'make a copy'
 - ☐ Close the template window
 - ☐ Work in the copy
 - ☐ Make it your own!







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