

My logo cheatsheet

If you need a logo designed, then this cheatsheet is for you. Whether you've hired a graphic design agency or a freelance designeryou can **be sure of a positive result** by using my handy cheatsheet!

Simplicity is key

In order to be **instantly recognisable**, a logo needs to be simple. Look at the most famous logos in the world; Nike has a tick symbol and is so simple yet effective.



NIKE with its Swoosh symbol

Typography

Knowing how your choice of font will make your audience feel is so important. Using a particular font is important and depends on your business. For example a florist may choose a handwritten, script font which denotes an elegant, handmade feel.

Don't be afraid to mix font styles up but be aware that sticking to two different font families is advisable to keep your logo easy to recognise.

Sans Serif

Non-fancy, clean

Serif

Semi-fancy, serious

script

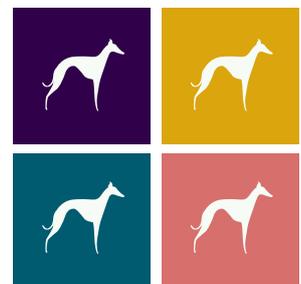
Relaxed, handmade feel

Colour

Colour choices when it comes to your logo can be tricky to get right but by reading up on a little colour theory and thinking about your target market, you can make an impact.

REMEMBER:

1. Use a website such as Adobe Kuler to find or create perfect colour schemes.
2. Use colours appropriate to your business. For example, an accountant may use blue to signify trust.
3. Keep in mind that your logo needs to look good on both light and dark backgrounds.



BRIGHT
VIBRANT
ENERGETIC
FUN

Not too fancy

Remember those Word Art creations? Try to avoid anything too fancy such as too much texture or too much colour - your logo needs to be visible in both large and small formats. Anything too intricate is also to be avoided. Simplicity is key!



Nailed it!

Size is important

One important thing to consider is how your logo is created. As a designer, I use vector images which are scalable to any size without losing quality. A vector isn't like a raster image which is made up of pixels. When a raster image is increased in size it gradually loses its clarity and looks fuzzy around the edges.

Another thing to consider is how your logo looks in large and small formats. I often print logos off and stick them on the wall to look at them from afar!



Good luck!

I really hope you enjoyed this guide. If you have any questions or would like some help with your logo design, then please email: hello@rebeccawatsondesign.co.uk or visit my website for a look at my work: www.rebeccawatsondesign.co.uk

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