

# Logo Design

## WHAT IS A LOGO?

A logo embodies the essence of your company's business through the use and relationship of graphic shapes, colours and typography. It will probably comprise one of the following combinations:

- A. a corporate symbol + a corporate signature (the name of your company); or
- B. it can be a corporate signature alone

The needs of your company will determine which is most appropriate.

## DIFFERENT KINDS OF LOGOS



1. *Product orientated logo* — the design directly relates to your company's product.



2. *An abstract symbol* — a design that has no identifying name as part of the image. (In most cases the signature is used with the symbol.)



3. *The symbol and signature together* — the name is part of the graphic symbol making it all encompassing.



4. *The corporate signature alone* — this is a simplified solution using a distinguishing or specially created typeface for your company name.



5. *Initials* — where your company names initials are used. Unless you are a recognised company such as IBM, it is recommended the company signature support this device.



6. *Initials and the symbol together* — where you will be known as ABC company.

## THE PURPOSE OF YOUR NEW LOGO

- it will be representative of your company, people and products
- it will be representative of your company goals and directions
- it will position your company in the marketplace
- it will be readily identifiable by the general public
- it will motivate your employees and build customer loyalty
- it will say who you are, why you are different, and where you are going.

## DO YOU NEED A SLOGAN?



A slogan or a supporting phrase (as well as your company name) attached to your logo may help to promote your business in the marketplace.



# Logo Design

## ✓ COLOURS

Your logo will be recognised not only by use of shapes and typography but also by use of colours. A corporate colour scheme can be devised to reinforce your company logo throughout all applications. It is imperative that your logo translates well for black and white reproduction.

## ✓ SIZE

Your logo must retain its corporate look whether it is reproduced small, for labels or large, for billboards.

## ✓ WHO WILL YOUR LOGO BE EXPOSED TO?

- your customers
- the general public
- the financial sector
- your employees

## ✓ LOGO CONSIDERATIONS

### *Legal protection of your logo*

- It is recommended that you obtain protection for your logo by applying for trademark registration.

To register a trademark, you will need to consult your patent attorney or PROdesign can provide this service for you.

- A trademark application should be lodged early in the design process to avoid rejection due to resemblance in look, sound or meaning to an existing trademark.

### *Applications of your logo*

Your logo should be designed to be adapted effectively to all graphic media for example stationery, corporate literature, signage, digital applications, uniforms, advertising etc.

### *Consider your competition*

Your new logo should provide quick, easy identification of your company and avoid confusion with other logos existing in the marketplace.

### *Equity in your old logo*

For some companies there may be positive equity in their old logo and it may be a case of updating and modernising this logo.

For other companies their old logo may be outdated or imply negative connotations. It's time for a whole new look.

## ✓ WHY USE A PROFESSIONAL DESIGN CONSULTANCY?

- To assist you in projecting a professional image.
- To ensure that your company receives a superior quality product produced to recognised industry standards by fully qualified designers.
- You will be guaranteed of a professional result because a design consultancy possess a wealth of knowledge and experience, and will offer you guidance and make recommendations to assist your decision making.

## ✓ YOUR LOGO AS YOUR COMPANY'S CORPORATE RESOURCE

Your logo is the building block for your company — an investment.