



Tips for your **LOGO DESIGN PROJECT**

CHOOSING YOUR DESIGNER

Be sure to:

- ~ Review portfolios. Look for over-used shapes and design elements.
- ~ Ask about project approach and methodology to designing logos.
- ~ Be certain that your designer will not be taking a blind stab in the dark.
- ~ Ask for references. What do other clients say?
- ~ Open discussions with several candidates. Communication skills play an essential role in successful project outcomes.
- ~ Ask questions - clarify project up front: scope, schedule, fees, rights, etc.

CHOOSING YOUR LOGO

When selecting your logo keep these concepts in mind:

- ~ Readability
- ~ Memorability
- ~ Uniqueness
- ~ Appropriateness to your business and market
- ~ Conveyance of professionalism and stability of the business
- ~ Successful conveyance of the logo in any size and any medium

KEEP IT SIMPLE

A simple logo, one that is not too busy complex or intricate, is a prized quality in a logo. Before you settle on a design, ask your designer to show you a sample of the logo reduced to a small size. A good rule of thumb is that if the logo works well in a business card size, it will scale up nicely to other sizes.

BLACK AND WHITE

A solid logo will retain impact and power in black and white. Logos that depend on gradients, drop-shadows, and other effects will often lose much in the black and white test.

Ask your designer to create a black and white (not grayscale or shades of gray) version of a proposed logo. Think about how this logo will transmit over fax, on company checks, in the newspaper or phone book, on photocopied documents etc. If the logo passes this test you can feel confident that the logo's integrity is good and will meet future, and some-times unforeseen, applications.

THE COST OF COLOR

While digital printing has made full color logos affordable, there are still situations which might call for spot color applications. It's still advisable to have a 1-2 color version of your logo.

FONTS!

The use of typeface is critical element of your logo design. It is every bit as important as your logo imagery. Keep an eye out for legibility.

PRINT IT OUT

When your designer submits logos to you - print them out and examine them on paper. The point of this exercise is simply to view the logo in another medium. Pin it up on a wall and look at it from a few paces back. Look at the image in a mirror. Looking at your logo on paper will help you see it fresh and help you pin-point areas requiring change.

CLIPART

Some designers incorporate clipart directly into logos and combine it with a fancy font! And in some cases this works. It's possible, however, another logo contains the exact same artwork! You may want to ask your designer about the origins of any illustrations in your logo.

FILE TYPES

Your designer should supply you with several formats and file types of your final design. Each application of your logo might require different file formats. Be sure to obtain files covering these basic needs: RGB, CMYK, Pantone, black and white, grayscale, vector and rasterized.