
Typography+
LOGO
DESIGN

CONTENTS

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- Design Process
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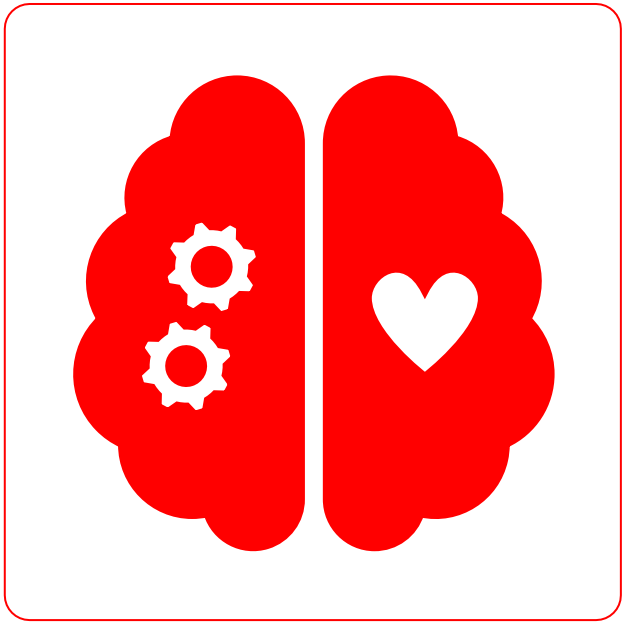
BRANDING & LOGOS

TERMINOLOGY

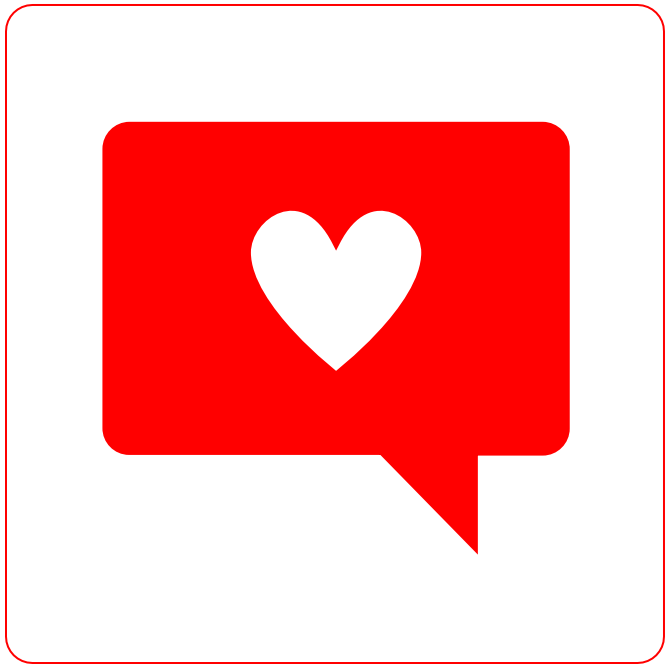
WHAT IS A BRAND?



"A brand is a mental model that collectively represents what people feel, think and say about a product, service or company, and where meaning is established over time through consistent positive experiences and engagements."

--Elizabeth Talerman, CEO, Nucleus Branding

WHAT IS VISUAL BRANDING?



The use of visual elements to communicate a brand's values, personality, and message

WHAT IS A LOGO?

WHAT IS A LOGO?

- A graphic representation of a company name, trademark, abbreviation, etc., uniquely designed for ready recognition.

5 TYPES OF LOGOS

TERMINOLOGY

5 TYPES OF LOGOS

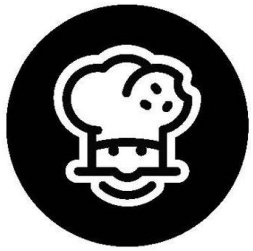
Most Common

Global & Famous Brands

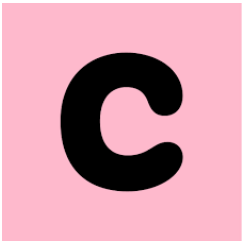
Wordmark
(Type Only)

Type +
Abstract Graphic

Type +
Brandmark



Brandmark
Alone



Monogram
(“Lettermark”)

5 TYPES OF LOGOS

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Monogram
(“Lettermark”)

NOTE

While those businesses have high brand recognition,
their brand**marks** are not as recognizable as other famous brands (e.g., Nike),
so words are almost always used in their logo versions.

EXAMPLES

TERMINOLOGY

1. EXAMPLES: Wordmarks (type only)

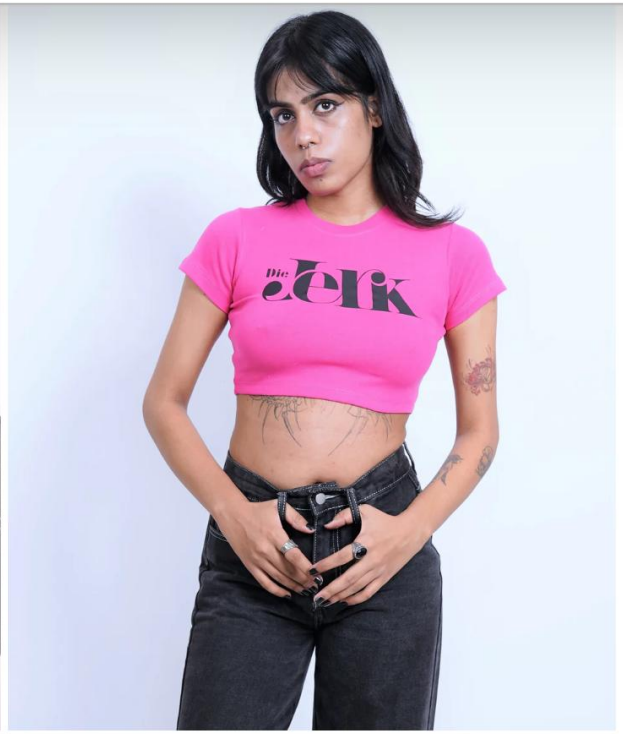
TYPE ONLY – CONT'D

TYPE ONLY – CONT'D
CUSTOMIZED TYPE AND TYPE AS "PUZZLE PIECES"

HOODIES BABY TEES CATEGORIES FRESH FITS BY SEASON

COLLECTIONS SUPPORT TRACK ORDER BULK ORDER

EXAMPLE:
BURGER
BAE



BURGER BAE

Die Jerk : Burger
Crop Baby Tee F

~~Rs. 999.00~~ Rs. 499.00

SIZE: M

Xs S M L

COLOR: Red

1

BUY

2. EXAMPLES: Type + Abstract Graphic

3. EXAMPLES: Type + Brandmark

4. BRANDMARK ALONE
(Famous brand icons are recognizable without words.)

5. EXAMPLES: Monogram ("Lettermark")

(an alternative to a brandmark; these abbreviations are so famous no words are needed.)

THE SLAMUR FORMULA

Simple

Legible

Appropriate

Memorable

Unified

Reproducible and Reducible

S = SIMPLE

- The most recognized logos in the world are very simple, yet distinctive.

Too Complex


FULL MOON
MASSAGE
Feel Human Again!


KOKOBANA
Mexican Grill


upbeat
online


froggie's
Bait Dock


Effekt
STUDION


Amish Creations
CUSTOM CABINETRY & FURNISHINGS


Kitchens'
Ice Cream


CHARA'S
funky Boutique


STRIDE
Southcentral Therapeutic Riding, Inc.


PET & YOU


DanceZilla

Too complex and hard to read (e.g., most Canva logos)

L = LEGIBLE

- Logos should be legible.
- And at least one version of your logo should be legible when reduced to ¼ inch.
- To accomplish this, make your words large like your graphic.

Not Legible (these are from Canva)

Circular logos like these from Canva.com can be hard to read because:

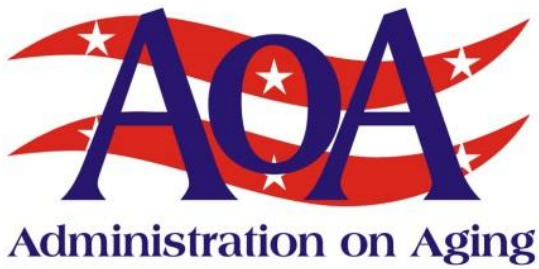
1. the eye has to move in a circle circle,
2. the type is in all caps,
3. the graphic is bigger than the type.

Avoid Red And Blue Side-by-side

Red and blue next to each other

creates painful vibration on the eye.

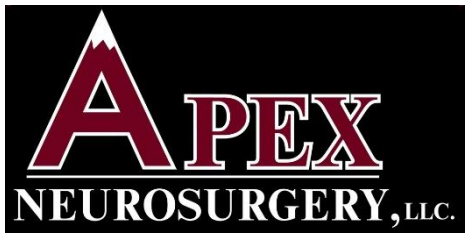
Solution:
Separate them with white



A = APPROPRIATE

Visual elements should communicate what the brand represents.

Not Appropriate for the brand. Why not?

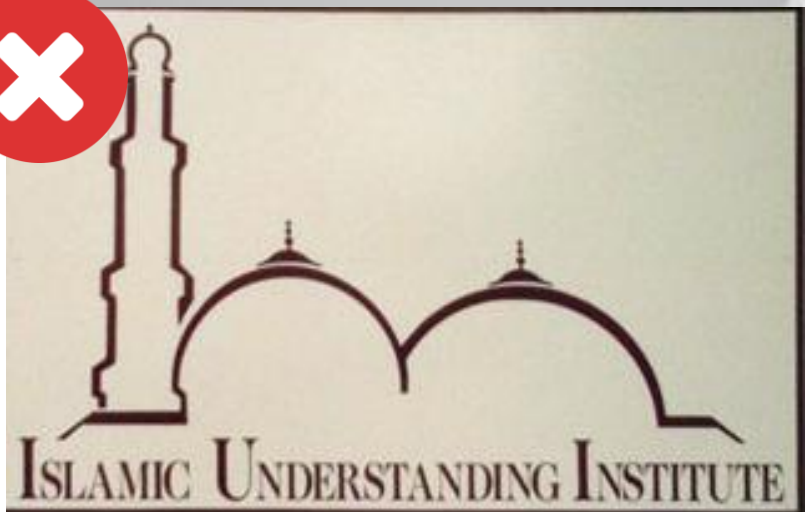


Design Accidents Can Happen


Arlington
Pediatric
Center


KUDAWARA Pharmacy


CLINICA
DENTAL


ISLAMIC UNDERSTANDING INSTITUTE

M = MEMORABLE

Visual elements should be unique to the brand and used consistently instead of changed.

HOMEWELL
Heating & Cooling

Not Memorable

Bob's Heating & Air

Bob's Heating & Air

BOB'S Heating & Air

U = UNIFIED

Elements of a logo should fit together like puzzle pieces.

In what ways is the logo on the right more unified than the logo on the left?

ANSWER: The logo on the right is unified by fitting type together like puzzle pieces.

R =

1. REPRODUCIBLE in black & white
2. REDUCIBLE to ¼ inch high

1. REPRODUCIBLE

In Black & White

Not Reproducible in Black & White

Avoid gradients—they turn muddy.

Not Reproducible in Black & White

Option: Create a special black & white version.

2. REDUCIBLE

To ¼ inch high

Not Reducible (Canva logo)

Could not be used on a website, mobile app, ticket stub, etc.

Option: Create a reducible version (usually horizontal)

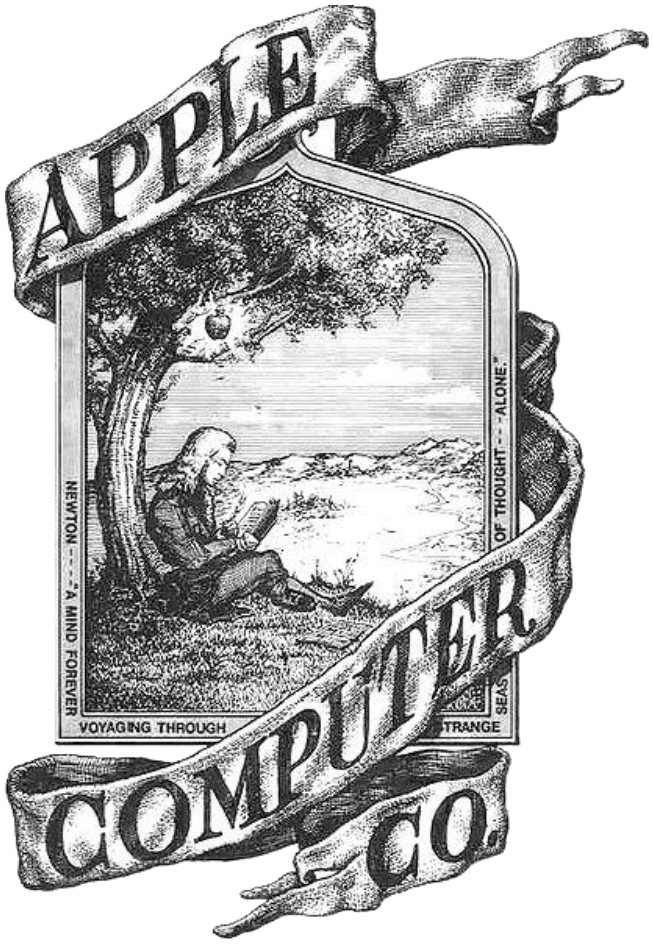
SUGGESTED DESIGN PROCESS

FOR LOGOS

- RESEARCH
- CHOOSE FONTS & COLORS
- EXPERIMENT WITH THE TYPE
- SKETCH POSSIBLE BRANDMARKS (IF NEEDED).
- DRAFT & REVISE WITH FEEDBACK
- CHECK FOR REPRODUCIBILITY & REDUCIBILITY
- CREATE ADDITIONAL VERSIONS AS NEEDED.

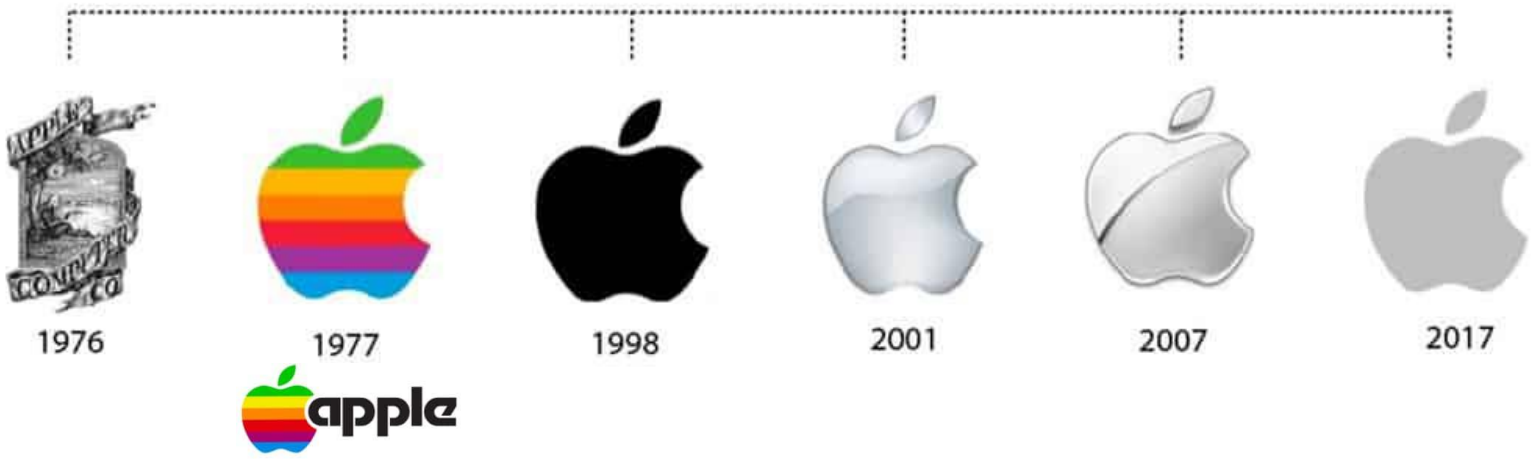
Consider starting with type design in black & white.

EXERCISES



What's wrong with this original logo for **Apple Computer,** based on the **SLAMUR formula?**

Many businesses start out with **amateur logos**, then advance to **professional versions.**



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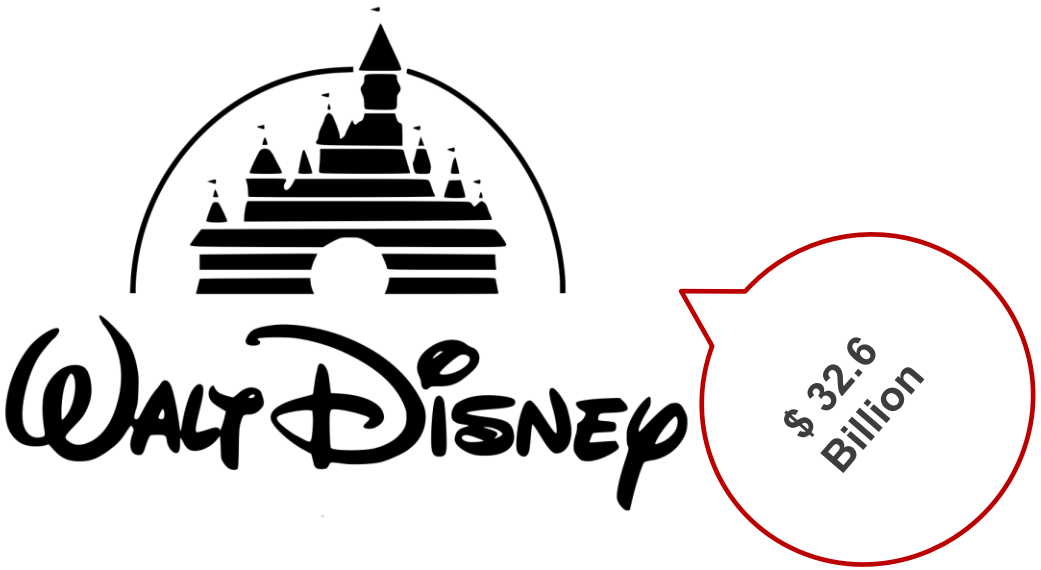
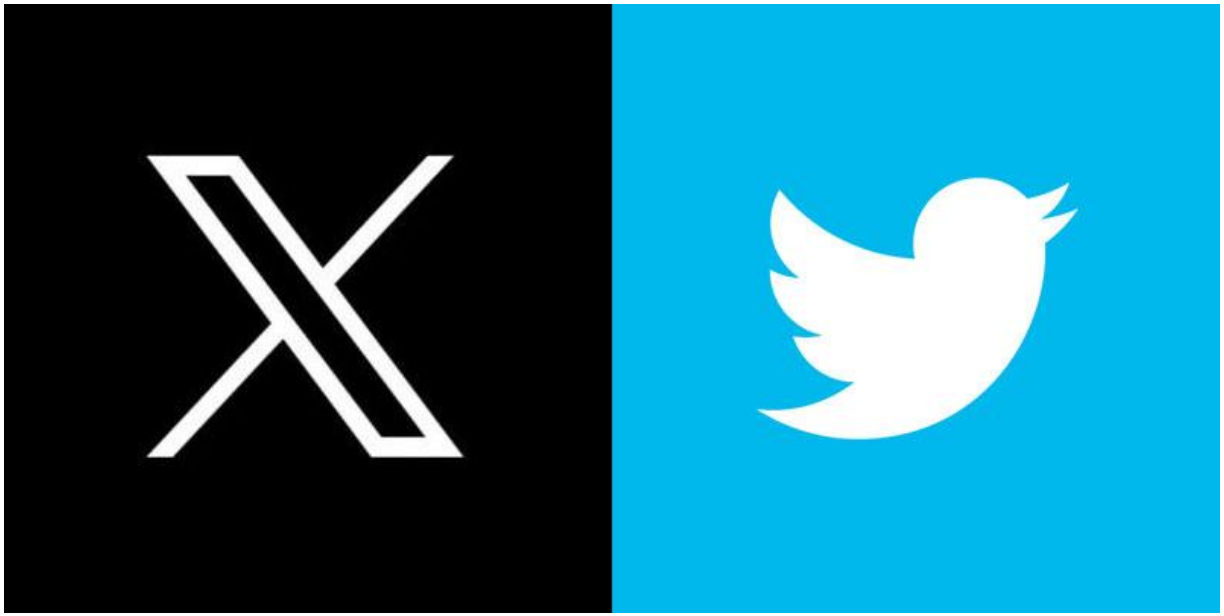
What's wrong with this Louis Vuitton logo?

Brands Are Worth Money, Apart From Their Assets.



WHY WAS "X" A POOR BRANDING IDEA?



Also, when branding changes radically . . .

+ Consumers can get upset and feel betrayed.
+ Brand equity can be lost.
+ People can wonder if the company is in trouble.

MULTIPLE CHOICE:
Which Program Can Be Used To Create Professional Logos?

A. Photoshop?
B. Illustrator?
C. InDesign?
D. Any of the above?

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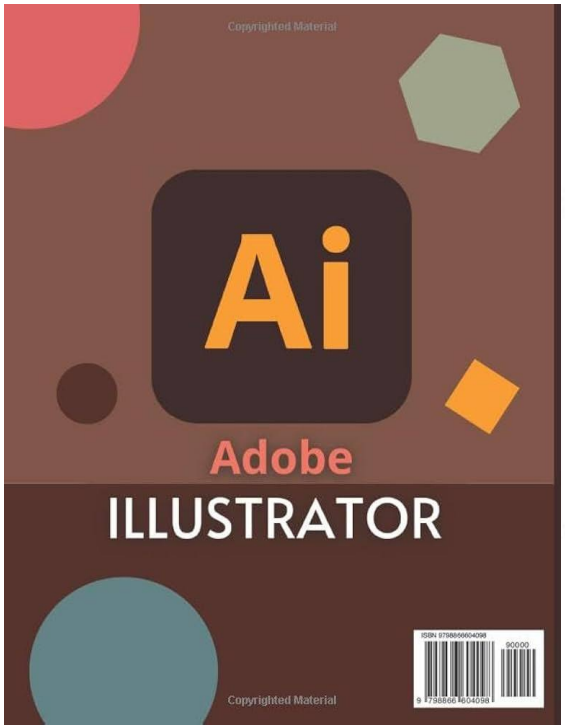


Adobe Illustrator

(Only vector programs can be used.)

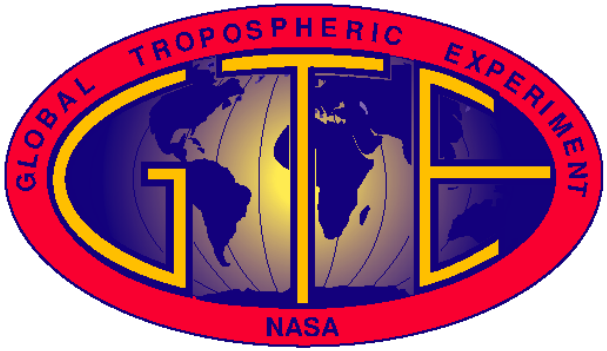
Which logos would not be appropriate for an eyeglass company, and why not?

What's wrong with these logos?

MAKE LOGOS BOLD & SIMPLE

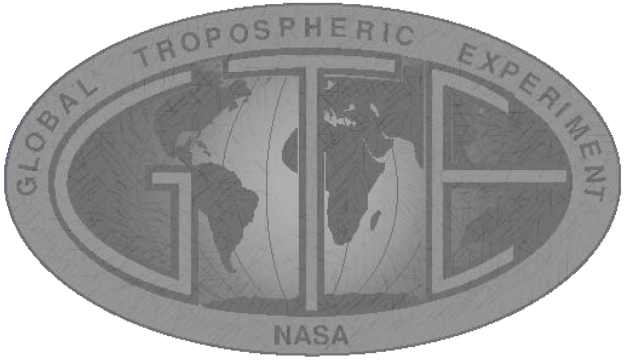
Logos need strong, bold positive space to have an impact.

WHAT'S WRONG WITH THIS LOGO?



- Let's review the SLAMR formula:
  Is it Simple?
  Is it Legible? Would it be legible at ¼"?
  Is it Appropriate for the institution?
  Is it Memorable?
  Would it be Reproducible in black and white?

And by the way, here's how it looks in black and white.



WHAT'S WRONG WITH THESE LOGOS?

WHAT'S WRONG WITH THESE CANVA LOGOS?

QUESTIONS?

(Answers)


APEX
BRAIN CENTERS


apex learning


APEX
HOME LOANS


APEX
Animal Hospital


APEX
FIRE PROTECTION, LLC


APEX
ROOFING CONSULTANTS


APEX
MOVEMENT
PARKOUR & ATHLETICS


APEX
TAX RESOLUTION
Nationwide Tax Resolution Experts


apex
SCAFFOLD DESIGN


APEX
TACTICAL SPECIALTIES


APEX
CLEAN ENERGY


APEX
CAPITAL


APEX
DOMES


APEX


APEX


Apex
Windows & Bath


APEX
STAINLESS FASTENERS


APEX




BURGER BAE

Die Jerk : Burger Bae Round Neck Crop Baby Tee For Women

~~Rs. 999.00~~ Rs. 499.00 SALE

SIZE: M Size Guide

Xs S M L

COLOR: Red

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