LOGO DESIGN

dos & don'ts

Don't make these mistakes with your logo!

DO NOT use "trendy" fonts. If you see a new style of fonts flood Creative Market (like brush scripts), don't be tempted to use it in your logo. This font might be cool now, but it will probably go out of style rather quickly or you'll start seeing *everyone* using it. You don't want to be like everyone else!

DO NOT make your logo too busy or complicated. The best logos are simple and not loaded with tons of graphics.

DO NOT steal someone else's logo. I really hope this would be obvious, but you still see it happen. *sigh*

DO NOT make one logo and let that be it. Your best logo might be your fifth draft, which is why it's always best to come up with several ideas before you choose the winner.

DO NOT use too many fonts. Your logo should probably be a maximum of two fonts. Don't go crazy!

DO NOT use tons of colours. The best logos are incredibly simple and are only 2-3 colours max. In fact, it might be best to just stick with one colour. Simplicity is best.

DO NOT start out making a super small logo. Always be prepared for print, which requires higher resolutions. Use a dedicated vector programme like Adobe Illustrator. Or, if you're using Photoshop, use the vector tools like Type, Shapes, and Paths, to ensure you can resize your logo to any dimensions. If all else fails, at least creative a massive, massive document for your logo. You can always make your logo smaller, but you cannot make a rasterized image bigger.

6 tips for a rockin' logo.

DO create a mood board before making your logo. A mood board can simply be a private board on Pinterest where you put together images that inspire you and are similar in style. This gives you a direction for your logo and overall brand style.

DO think about your style and message when creating your logo. What feelings do you want to invoke? What message are you trying to deliver? Is your brand warm and welcoming? Is it fun, vibrant, and bubbly? Is it adventurous and daring? These keywords should be reflected in your logo.

DO check your logo in different sizes. It should still be readable and recognizable when made small.

DO check to see if other bloggers or site owners have something similar. It's not the end of the world if they do, but you don't want your logo to be easily confused with someone else's. Do everything you can to stand out!

DO create variations of your logo. It's okay to have multiple versions as long as they look cohesive. You can use a different one on your website than your business cards. But they should still look like the same brand.

DO know the difference between copying and inspiration. You can look to other peoples' logos for inspiration when it comes to styles, but use that to create something new and different. Don't copy something exactly.

DO create a style guide to go with your new logo. A styleguide is a sheet that shows the font(s), colour(s), and patterns that go with your brand. You should then stick to this style guide when making other graphics and assets for your website.

About the Author

I'm Ashley Evans—a self-made California girl living in England. I taught myself how to code from a very young age and I've been improving ever since. I now run a blog focused on how to help other self-starters achieve similar goals by building their own blogs and businesses.

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