



SIMPLE

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable. Good logos feature something unique without being overdrawn

MEMORABLE

Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo

TIMELESS

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

VERSATILE

An effective logo should be able to work across a variety of mediums and applications. For this reason a logo should be designed in vector format, to ensure that it can be scaled to any size. Scalable i.e. work when just an inch in size.

APPROPRIATE

How you position the logo should be appropriate for its intended purpose.

For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm. It is also important to state that a logo doesn't need to show what a business sells or offers as a service. i.e. Car logos don't need to show cars, computer logos don't need to show computers. The Harley Davidson logo isn't a motorcycle, nor is the Verizon logo a mobile phone. A logo is purely for identification.