

Create Your Logo

So now you have your business name – you need to create a logo or mark that you will use consistently across all of your marketing materials.

1. What is a logo and why you need it.

A logo is a strong visual mark that represents your business. Keeping your mark consistent across all of your interactions with your client reinforces a feeling of professionalism, reliability and quality.

This is just a picture of a piece of fruit yet we all know exactly what company it refers to and we all trust that this is a really high quality brand.



Android's cute robot has been used in many campaigns and has become its mascot.



This Adidas logo is now synonymous with its original sportswear range – evoking nostalgia for the past



MacDonalds golden arches are iconic the world over.



These are examples of very famous logos yet they all have simple guidelines in common.

Characteristics of a good logo:

- *Simple* – Firstly Simplicity and clarity, a logo has to communicate the essence of your business in a simple mark. Though some marks like Starbucks are complex in style their execution is clean, simple and consistent.
- *Scalable* – Your logo needs to work as a tiny little icon in a browser and also on a huge printed poster
- *Appropriate* – Appropriateness for your industry – fiery colors may not work well for a banking logo – you want stability and reliability from a bank not creativity and excitement. Yet you also want your logo to be:
- *Different* – You want your logo to make you stand out against your competition.
- *Flexible* - It needs to work in both black and white and colour if necessary, on a business card and also as your logo on your website and across your social media feeds.
- *Timeless* – A logo is for a lifetime, not just for christmas. But seriously, a great logo is a long term investment, you put a lot of work behind promoting it and it should outlive fads and design trends. By keeping your design simple, this is usually the result.

Types of Logos

Wordmark:



Lettermark:



Icon:



Combination:



Emblem:



2. Getting started with a logo for your business

You have three options for creating a logo and the decision will usually be based on your budget:

1. If you are just starting out, have no budget and are testing a new business then creating a simple mark using a generator to get you started is your best option. I will be walking you through a great simple generator for creating a simple icon and text style logo.
2. The mid range option is to go for an online design service like [Fiverr.com](https://www.fiverr.com) or [99designs.com](https://www.99designs.com) where you post a brief and a designer or group of designers create a logo for you.
 - a. Fiverr is in the lower price range of design and results do vary wildly. Designers offer a basic service for €5. You need to look through the potential designers portfolios to see if you like their logo design style. Your logo will most likely be stock graphics similar to those you would generate yourself however, the designers usually have the tools to modify the logo graphic to your taste and you can request various formats of your logo – though you will pay more than €5 for any custom work.
 - b. 99 Designs works like an auction. You put up your brief and many designers bid by creating initial logo designs for you to judge. The cheapest contest costs €279 with packages that increase in price and value up to platinum at €1,199. The main benefit of this route is that you will have multiple designs to choose from. The quality and quantity of the designs tends to increase with the more expensive packages – which makes sense as sought after logo

designers are more likely to work on spec to compete for a potential €1,199 price than €279.

3. However, if you want a mark that will last and you have the budget – I always recommend getting a mark designed professionally. A professional designer or branding agency uses their years of skills, experience and creativity to come up with an original mark. This service can range from a simple logo mark right up to an agency style branding strategy for larger companies with significant budgets.

If you want to work with a designer you should supply your simple marketing plan and a logo design brief so they understand your business and what you want to achieve. I also highly recommend checking out their existing portfolio – some designers are very flexible in their design abilities but others have a very distinct style.

I also recommend clarifying what will be delivered for the price. Some options you might want to enquire about are:

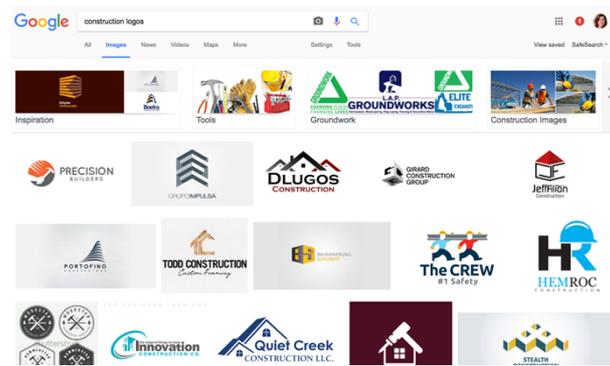
- a. What formats and sizes will be delivered – Icon, website, square etc...
- b. Will you get the fully editable vector files?
- c. A brand identity pack where business cards & letterhead are also designed.
- d. A social media pack where cover and profile images for Facebook, twitter etc... are provided as specified.
- e. How many unique concepts will be provided?
- f. How many iterations are allowed?

Before getting started with any of the three of these routes you need to do a little research first.

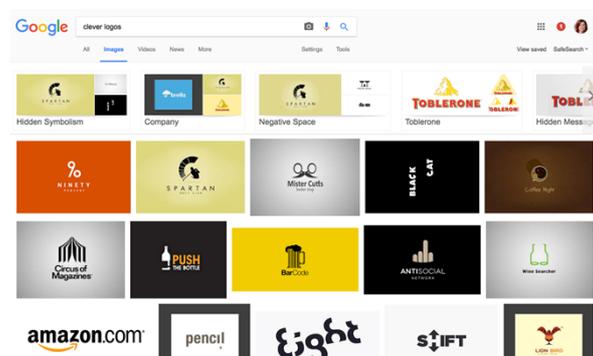
3. Research what you like

The most comprehensive source of inspiration is a simple Google image search.

Firstly start with typing in 'your industry' + the word 'logos' – for example construction logos.



This will give you a feel for what is appropriate in the industry you are in. I would also try some alternative searches like 'clever logos' just for some inspiration and searches like 'builder logos', 'great logo design' ... the list goes on.



Once you have identified a logo type that you like – it is time to decide how you want to get your logo created. If you are going down the online design or freelance route – fill out the design brief document that is attached with today's lesson and start researching logo designers and requesting quotes.

However, if you want to create something quickly yourself the best logo generator I have found is logo.squarespace.com. In the next section I will be walking you through using their generator.

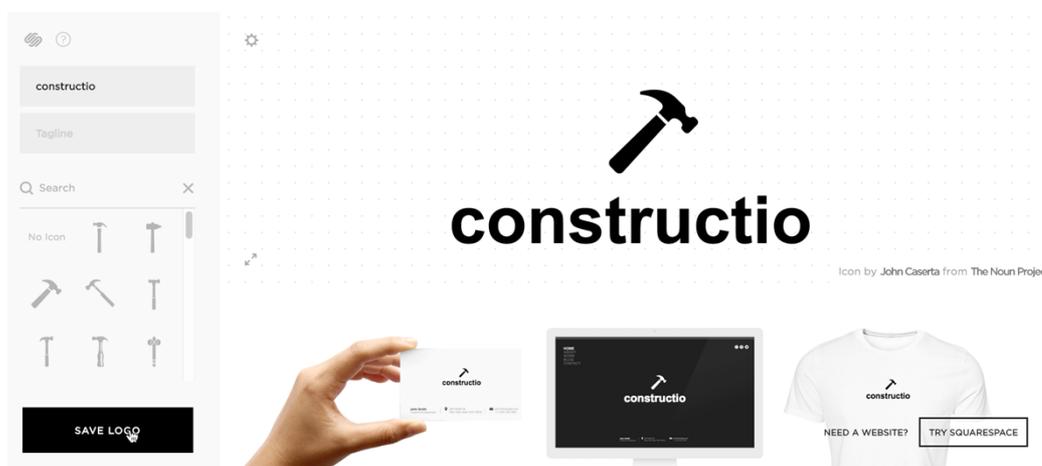
4. Using the Squarespace Generator to create a logo

Go to logo.squarespace.com and simply input your business name to start:



Then type in an industry search term – examples here could be construction or bricks but I decided to go with the hammer. Pick out the graphic you like. You can then resize it, change the colour, size and move it around to get the right placement.

You can also change the company name's text – known as the font, you can change the weight and style of the font and also the colour. I have decided to keep it a simple black and white logo for the moment. When you are happy, click Save logo.



You will have two options – download it for free with a watermark or buy the logo. I recommend saving it as a watermarked version first so you can see if you like it. You can enter your information so you can come back to edit it at a later stage. If you want to download the unwatermarked version – simply purchase it for €10.

Congratulations you have your first logo!

5. Take Action

1. Firstly research the logos that you like.
2. If you are getting your logo professionally designed fill out the attached design brief document
3. If you are creating your logo yourself - generate a logo at logo.squarespace.com

So now you have a logo – fantastic – your new business is starting to have a public face.

Tomorrow we will be starting to plan the layout of your website – what information do you want to get across to your clients and how you will display it for best results. This is a vital step before starting to build your website next week.