What makes a good logo?

A good logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message.

There are five principles that you should follow to ensure that this is so…

**An effective logo is (in no particular order):**

1. Simple

A simple logo design:

- allows for easy recognition
- allows the logo to be versatile & memorable
• Good logos feature something unique without being overdrawn.

While in college in the mid-70’s an instructor introduced me to the K.I.S.S. Principle of design; which translates to: Keep It Simple, Stupid.

• Simple logos are often easily recognized, incredibly memorable and the most effective in conveying the requirements of the client.
• Remember, the basis of the hugely effective international branding for the world’s largest shoe manufacturer is a very simple graphic swoosh.

2. 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.
• Surprising to many, the subject matter of a logo is of relatively little importance
• even appropriateness of content does not always play a significant role

Ultimately, the only mandate in the design of logos, it seems, is that they be distinctive, memorable, and clear.

3. Timeless

An effective logo should be timeless – that is, it will endure the ages.

• Will the logo still be effective in 10, 20, 50 years?
• Probably the best example of a timeless logo is the Coca-Cola logo… if you compare it to the Pepsi logo below, you can see just how effective creating a
timeless logo can be. Notice how the Coca Cola logo has barely changed since 1885? That is timeless design.

4. Versatile

An effective logo should be able to work across a variety of mediums and applications.

- The logo should be functional.
- Ask yourself; is a logo still effective if:
  - Printed in one color?
  - Printed on the something the size of a postage stamp?
  - Printed on something as large as a billboard?
  - Printed in reverse (ie. light logo on dark background)
5. 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 & colour scheme. This would not be so appropriate for a law firm.
- It is also important to state that that a logo doesn’t need to show what a business sells or offers as a service.
  - For example, 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 Nokia logo a mobile phone. A logo is purely for identification.