A go-to guide for starting your business’s visual branding.
The Appalachian Center for Economic Networks is a regional entrepreneurship and economic development organization located in Athens, Ohio.

ACEnet builds the capacity of communities to network, work together and innovate to create a dynamic, sustainable regional economy with opportunities for all.
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A good logo needs not only good structure but good meaning behind it. This PowerPoint will go through the very basics of logo making to ensure everyone has a chance to have an educated discussion on what makes a good logo.
WHAT MAKES A GOOD LOGO?

1) GET TO KNOW YOURSELF

Understanding the important assets that will influence your logo and branding
It’s important to understand what exactly you do or are wanting to do for your audience. These assets and services will be key to helping brainstorm your way to your visual branding and what it might entail. Sometimes a name will say it all, but other times it might be too abstract for your audience to draw anything from it. That’s when your logo and visual branding will bring the important context forward.

What you need to begin your visual branding process:

1) A business name set in stone
2) A tagline for your business
3) An idea of what your company’s main goal/service to its customers
Taglines help explain more about your business and can influence your brand’s key visuals. Even if you think your brand name is self explanatory, you always want to have that single line of no more than 4 words to really hook your audience. This tagline will more than likely stick with your business for a very long time.
2) WHAT IS A LOGO?

What can your logo provide for you and how to properly approach its purpose
Logos are essentially used to identify.

• It’s one of the first things a customer will see from your business.

• A well-designed logo is an easy way to convey that your business is professional, trustworthy, and provides quality goods or services.

• Your logo is the foundation of your business’s branding.

A quote from famous designer, Paul Rand:

“The logo is a flag. A logo does not sell (directly), it *identifies*. A logo is rarely a description of a business. A logo derives *meaning* from the quality of the thing it symbolizes, not the other way around. The subject matter of a logo can be almost anything.”
THE PRINCIPLES OF A GOOD LOGO

• **Simplicity** - Must be easy to understand or recognize immediately.

• **Distinct** - Compared to the competition, yours stands out from the rest.

• **Timeless** - Doesn’t always follow today’s trend but adapts to the era.

• **Adaptable** - Needs to accommodate multiple sizes and implementations.

• **Relevant** - Represents a common goal and/or value to your audience.
WHAT MAKES A GOOD LOGO?

3) TYPES OF LOGOS

Logos come in many shapes and sizes as graphic designs evolves
There are many types of logos out there, but the most common and easy to work with are:

- Wordmarks
- Symbols
- Abstract Logos
- Combination of symbol and wordmark

These systems have been used numerous times and are the most popular of today’s era.
This type of logo showcases the name of the brand. Usually when a business uses this format, they have a unique or straightforward name that’s easy to speak and read. The use of typography is essential in this situation as the type of font you choose will help catch the eye of your customers.
These types of logos are the easiest to identify a business with once the customers are exposed to the logo enough through marketing. The challenge is finding an image for this icon and possibly what its other implications. It’s important that none of these other meanings are projected onto the business unless it follows the business’s values.
Abstract logos are the most unique way of showcasing your business. This is a chance to be very clever with your identity and really portray a specific imagery. Using an abstract symbol can help avoid any conflicting meanings that regular images might bring into view. With the help of color you can really convey your business’s meaning without being too literal.
Combination logos are very versatile in the industry. With a symbol and a wordmark, these logos can be shown as a combination, symbol, or wordmark on any format that you’re working with. This also opens plenty of opportunity for uniqueness whether it’s in typography or your graphics and colors.
4) COMPONENTS OF A LOGO

Logos are made up of numerous assets such as typography, imagery, and color.
VISUAL ELEMENTS OF A GOOD LOGO

KEY COMPONENTS

• Typography
• Colors
• Graphics/Imagery

Logos can be as simple as possible or very complex. Taking these components into consideration is key to making your brand as specific to you as possible. This is where all the customization comes in!
Thousands of fonts are out there and available to you. Some are free to the public and some you must buy. Each font can be categorized in a handful of types. These types of fonts bring out their own emotions with them. I’ve provided examples including the type of font I am using and the emotions these categories portray.

**Serif**
- Bookman Old Style
- Scholarly
- Authority
- Established History

**Sans Serif**
- Sofia Pro
- Contemporary
- Friendly
- Readable

**Script / Hand**
- Spumante / PERM. MARKER
- Elegant
- FLEXIBLE
- Intimate and PERSONAL

**Decorative**
- bauhuas
- Ornamental
- Artistic
- Experimental
Color psychology is a big motivator when it comes to picking colors for your brand. You can choose 1 color for a minimalistic look or up to 4 colors for a well-rounded palette. Red, Orange, and Yellow are examples of warm colors and Green, Blue, and Purple are examples of cooler colors. You can have a palette that has more warm colors and a cool accent, more cool colors and a warm accent, or split it down the middle with two warms and two cools to balance.
When working with a symbol logo it’s best to focus on flat graphics or iconic styles to ensure the information is conveyed quickly. Abstract follows the same rule to make sure it’s not too confusing for the customer. When working with a combination mark it’s safer to explore graphics with linework on the outside since you also have a wordmark to use. When choosing a graphic style you must take into consideration sizing and how the graphics work in smaller sizes. Legibility is our top priority when making a logo.
5) BEING PREPARED

The preparation before engaging with the branding process either yourself or through a designer
When working by yourself or with your team to create the branding, this presentation should take you through every step. You will come across many options even as you narrow it down by using these steps. When faced with too much, start to think not only about your preference, but your audience and how they might approach your brand. You might even want to put out surveys for the public to give feedback and narrow your options down.

When working with a professional designer, it’s important to have your name, tagline, and an idea of your mission before you even speak to a designer. Your designer is trained to contemplate each component and the context it brings. It’s not a bad idea to have preferences with imagery, colors, or typography, but be open to what a designer might suggest to improve upon the idea.