3 USEFUL LOGO DESIGN TIPS

**1. Learn what a logo is and what it represents**

Before you design one, you must understand what a logo is, what it represents and what it is supposed to do. A logo is not just a mark – it reflects a business’s commercial brand through the use of shape, fonts, colour, and / or images.



A logo is for inspiring trust, recognition and admiration for a company or product and it is our job as designers to create an identity that will do its job.

**2. Know the rules and principles of logo design**

Now that you know what a logo is supposed to do, and what it should represent, you now must learn [what makes a great logo](http://www.davidairey.com/what-makes-a-good-logo/) aka; the basic rules and principles.



1. A logo must be describable
2. A logo must be memorable
3. A logo must be effective without colour
4. A logo must be scalable i.e. effective when just an inch in size

**3. Learn off other’s successes and mistakes**

**Successful Logos**

Now you know what the rules are, you can distinguish the difference between a good and a bad logo. Knowing which logos have succeeded, *and why*, gives an insight into what makes a good logo.



For example, let’s look at the classic Nike Swoosh (shown above). This logo was created by Caroline Davidson in 1971 for only $35, yet it’s still a strong, memorable logo, effective without colour and easily scalable. It is simple, fluid and fast, and represents the wing in the famous statue of the Greek Goddess of victory, Nike (something perfect for a sporting apparel business). The Nike logo is just one of many great designs, think about other famous brands that you know