

Research Paper

Logo Design

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Project Proposal

I am going to research on logo design. I plan to look into what you need to consider when creating a logo. All the background checking that goes into it. This includes getting to know more about the company and the design aspects such as the font, colour, uniqueness, simplicity, target audience, and size.

Introduction

I was interested in researching about logo design because I think that it is something that every designer or at least web programmer/designer needs to know about. Today companies are either developing new logos or updating their old logos. It is a part of developing a company. Every company needs the corporate identity to be recognized to be successful. As well for a web programmer/designer some logo knowledge is helpful so that they can know how a logo will be incorporated with the rest of the website interface. The rest of the design cannot overpower the logo.

Research Content (i.e. content, topics, areas of coverage)

Logo

A logo is a name, graphic or trademark that represents a company and its products and/or service. Its goal is to project the company's intended image.

Why use a logo? A logo is easier to notice and leaves more of an impact in someone's mind than would with words. An image can be processed much faster in the mind. It helps people recognize a company much more easily and directly.

Benefits

There are four main benefits of a logo. First, it builds the consistency and prestige that helps establish a strong identity which will attract new customers and keep the existing ones. Second, logos help increase the impact of promotional tools or future additional products. The association with the logo will be good especially if they liked a product they already use with the same logo. Third, logos create a long-term impression on customers who will remember your company and hence want to buy your products. Fourth, logos increase company credibility. There are a lot of companies out there that your company is competing with. To be able to survive you have to have the credibility.

Types of logos

There are three types of logos: text logos, illustration logos and text and symbol put together. The text logos are words in the form of images. Type fonts come in different shapes and sizes which helps to create a different image. A lot of type logos are simply the company names, initials or a letter that are displayed in ways that represent the organization. The creation of these logos involves distorting company initials, modifying letter shapes or creating original letter shapes. To make sure the words can still be read they should not be modified beyond their basic characteristics. Symbols are images or graphics that convey a representation of a company. Without the supporting text symbol logos can be interpreted many different ways of what the company actually does, all depending on the person looking at the logo. The key to a well designed symbolic logo is to incorporate the qualities and characteristics of the company, product or service into one simple design. When both text and symbols are used, this presents the best outcome. There is an image that helps the viewer recognize it but at the same time the text helps clarify the logo and what the company does.

What needs to be taken into consideration when creating a logo?

A logo cannot just be created like any other design. A lot of consideration goes into creating the perfect logo for a specific company. Below are the major things to think about.

Company Assessment

Firstly a company assessment needs to be done. The designer must gain extensive knowledge of the company that is needed to know what type of logo is suitable for that company. You have to know what the company wants. A law firm would have a different feel than from a hospital or a multimedia company.

Target Audience

You have to know who your target audience is. Things to consider are age, sex, culture and society. Children will react differently from adults on logos. A child will be impressed by a loud and bright logo while most adults will find it too busy and annoying. As people get older their taste changes as well and their habits. Teenagers and young adults today are always in a rush because of their busy schedules and hence a simple logo with easy to remember slogans are good for them to glance at and register in their brains.

Different types of feels will be used for the different groups. A hair salon or a nail shop is generally targeted to women therefore the logo will be more feminine to attract them as opposed to a bar which would have a more manly feeling to it or a gym that would be targeted to both sexes. Experienced designers also review a company and create a logo that reflects where the product or service fits in the society.

Design / Fashion

The look of the design needs to be modern and not outdated. Otherwise most people might not be that interested because they will have the impression that the company is old. Especially for the younger generation they are more attracted to the new technology and their lives are faster. For this reason a lot of companies have redone their logos to give it a more up-to-date look and feel. As well the design should be compatible with the company's image. A law firm would have a more conservative logo compared to a e-commerce company that would be more contemporary. A design with straight sharp lines conveys that the company is aggressive and strong and a design with curves signifies the company as being soft and caring.

Unique

Your logo has to stand out from a crowd of other logos. It has to be different and interesting that will naturally draw the viewer's eyes to it. When they look at it they should immediately know that it belongs to your company. Having a unique logo would be especially important as far as copyright issues are concerned. No company wants to be sued claiming they have a similar logo.

Simple

A logo should be simple and not have too much information on it. The main reason for this is that when it is resized or recoloured it should still look the same. Otherwise there would be no point for the logo if it was not recognizable. As well if for some reason the logo needed to be changed it would be easier to change a simple logo than one that had a lot of detail in it. It is also easier to add colour to a simple logo instead of having to incorporate a lot of colours into it.

Font

You need to use the correct font that goes with the logo's form and represents the company well. For example a thick font conveys strength and power such as law firm, a

script font conveys elegance and austerity such as a clothes boutique and a slanted font conveys movement. Know when to use Serif fonts, which are more traditional and conservative or San Serif fonts, which are modern and easier to read. Decorative fonts are not as clear to read when reduces to a smaller size and are better for other types of designs than they are for logos. All this does not say much though, because you never know until you try the font out. You just have to choose the right size and proportions of letters that go with the logo. It is best to use either all uppercase or lowercase because a mix of the two disrupts the form by breaking the bounding box.

Colour

When you start creating a logo you have to do it in black and white first and then add the colours later on. You have to take into consideration that not all printers are coloured printers. This includes newspapers if the company is placing an ad. When the colours are added there shouldn't be many and the designer should have different sets of colours. The logo will be put on different coloured backgrounds, hence it has to accommodate the different colours. If a logo is being created for the web you can use more colours than you would for print because it would cost nothing for the extra colours. But web safe colours are best to use. When printing the logo, cost has to be taken into consideration. The more colours used, the more the cost. At most, three colours are used if the logo is getting printed. This also brings us back to simplicity. With more colours the logo would not be as simple any more. The correct colour for the logo as well is important. It should not be too bright and a good look on a package might not look as good on a store shelf. As well the designer should know what different colours represent. Warm colours are energetic while cool colours are soothing and calm.

Size

It is best to create the logo in different sizes. That is small, medium and large. It depends on where the logo is being placed. The web logo will tend to be smaller than the printing copy for envelopes or letterheads. Logos that go on company cars need to be much larger. It is said that if the logo looks good on a business card size it will scale up nicely to other sizes. The best version to use is vector images because they still look clear when resized.

Flexible

Logos today are placed on everything that belongs to the company. This includes envelopes, letterhead, pens, website, cars, clothes, billboards, etc. You have to make sure that the logo looks good on all the different types of medias including paper, metal, plastic, web and paper bags. How the logos are placed is also important. Printing, embossing, punching, casting, engraving or weaving give different results and require different approaches in placing the logos.

Nuances

The logo has to be created in a way that will make the viewer engaged to the logo. They have to think about it for a while or at least spend some time trying to figure something out. The design should have little coordinations and contrasts that entertain them. The design should have a balance that is not immediately noticed but makes the viewer aware of something going on in the design. For example there could be a couple of parallel lines or two lines that continue but are not directly connected.

Paul Rand

When you think of logos you think of Paul Rand. He was a great designer who brought a lot into the design industry. He created a few of today's internationally recognized logos such as IBM, ABC and UPS. In the 1950s after doing American graphic and advertising design, Rand embraced corporate visual identification as a major design activity. He realized that "to be functional over a long period of time, a trademark should be reduced to elementary shapes that are universal, visually unique and stylistically timeless."

My Views

It is harder to create logos than it seems. It could be fun but a lot of work. It is not like designing something else. The logo is representing a company hence a lot goes into the process. Getting information from the company helps a lot. It makes it easier for the designer if the company knows what they want as opposed to leaving the designer to start with nothing. At the same time that leaves the designer with no constraints and hence they have more options to do anything of their choice. You as the designer have to have interest in what you are doing otherwise you can be easily discouraged.

Concept Development

We had to do a logo for our client, TBM Technologies. We had to change the logo a couple of times to go with the site in terms of the colours. We started with a black and white and then added the colour later on. The company had liked the colour blue from their previous designs so we chose that colour, Logo 2. When we incorporated the design with the interface it was too plain and did not stand out. As can be seen in Logo 3 we changed the colour of the background wire from blue to white to give it a stronger effect. We also changed the shade of blue that incorporated more with the web interface.



Logo 1



Logo 2



Logo 3

Assessment Track

February 02 – surfed the web to look for information on and library catalogue for books. I did not get that lucky on the web but found lots of books on logos even though they were written years ago.

March 17 – surfed the web again and this time found more information. I guess I used better keywords.

March 16 – read through all the information I had found on the web and wrote notes on them for the research paper.

March 22 – wrote out the paper.

March 23 – re-read the paper and made the necessary corrections.

Resources

http://www.thestudyofdesign.com/articles_logo.php

<http://www.herwebpage.com/tutorials/>

<http://www.grantasticdesigns.com/logobanners.html>

<http://www.kyrene.k12.az.us/itech/amsitech/activities/logo/logo.htm>

<http://www.logo-design-logo-design.com/logos-articles/designlikepro.htm>

<http://www.redsun.com/type/logotype/>

<http://www.grantasticdesigns.com/logos1.html>

http://www.monsterwebdesign.com/logo_work.asp

<http://www.webreference.com/dlab/>

<http://www.1800mylogo.com/logowork.html>

<http://www.artandculture.com/arts/artist?artistId=40>

A History of Graphic design by Phillip B. Meggs

American Corporate Identity 2001 by David E. Carter