



CORPORATE LOGO DEVELOPMENT CREATIVE GUIDELINES

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What makes a good logo?

A successful logo can't just be creative or clever. Creating a logo for an organization is not the same as developing a nice piece of art. A logo is intended to be a visual 'identifier' of that organization – no matter where it's applied – so here are some guidelines that should help give 'good logo' direction.

- (a) A logo must be easy to comprehend.
A "too busy" logo is distracting for the eye. It shouldn't be crowded with "stuff". It's easy to get carried away and a stronger image is created with fewer pieces. People are drawn to simple logos because they are easy to understand and easy to remember.
- (b) A logo must be bold.
Fine lines make lovely illustrations but poor logos because they're (a) difficult to see and (b) will often break up or disappear when reproduced.
- (c) A logo must work well in all sizes.
The logo that looks great at billboard or full canvas size must work equally well on a business card or a nametag. It must be "scalable" – in other words, it must be effective even when it's an inch big.
- (d) A logo must work well in NO colour.
A general rule is two colours maximum, and the visual must be equally effective without colour. It will be photocopied and faxed and used in black and white ads in the newspaper. A lovely sunset looks nice in colour, but when photocopied or used in greyscale in a newspaper it just looks like a layer of fuzzy lines. So it has to work well in the colour(s) that is chosen, in greyscale and in black/white.
- (e) A logo should have simple, clean lines.
It should avoid "tricky" artwork that is expensive to plotter-cut (eg. for decal use on vehicles) and will be less likely to "fit" in all applications. Again, it will be photocopied and faxed and 'nuance' is lost unless the original design is clean.
- (f) A logo must be able to last.
A logo should not be trendy or use trendy font. It needs to last over time, and not make it obvious that it was "so 2008" in design.
- (g) A logo should not be extremely tall or wide.
Odd shapes are hard to fit into common spaces – business cards, advertisements, etc. – and as a rule they aren't as visually appealing. A good proportion for a logo is roughly three units by two units tall, although one-to-one ratio works quite well too.
- (h) A logo should have two orientation versions, one that is horizontal, and one that is vertical or "stacked", using the name of the company.
- (i) A logo should have its colours defined by Pantone colour numbers, so consistency can be achieved with different printers and media producers.
- (j) Exporting the logo: there should be several vector types, and several bitmapped types, and any fonts should be converted to outlines, so that anyone can import the files with no errors.