

LOGO BASICS



Q What is a logo?

It is a visual symbol incorporating a name, initials and/or picture to uniquely identify the essential nature of an institution, company, program, place or event. The picture may be complex or a simple mark.

Q What is a logotype?

It is type only, using initials or full name. The WB of Warner Brothers is custom drawn initials. A logotype may use an existing font which may be altered slightly for a more custom look. The full name could be custom calligraphy.

Q Why do I need a logo?

Your logo directly illustrates and emphasizes your brand. By repeatedly broadcasting your company, the logo creates recognition.

Q Which do I need—a logo or a logotype—for my purpose?

Some business categories suggest a distinctive mark. Others are better suited for a logotype. Whether you choose a logo containing a mark or a logotype may also be guided by your budget. A custom illustrated mark is more costly than a logotype developed from an existing font.

Q How is a logo used?

Typically, the logo is initially designed for your business system (letterhead, business envelope, business card, note card, mailing labels, folder, and stickers) and Web site and electronic letter. Consideration is made for the smallest to largest use for both color and black and white applications. The black and white version is for use on a fax or a newspaper ad. The large version is for signs and banners. The logo is used on all marketing materials and collateral.

Q What are the basic requirements for a logo?

Aside from your unique criteria, the logo should be coherent and readable from small to large sizes. It should be simple—it can't say everything. It's a symbol of a complex idea, not a written report. It should be affordable to print.

Q How do I develop a name for my company?

You may wish the services of a professional namer. The name should be distinctive, relevant, coherent, and simple. Too many ideas confuse. A long name is cumbersome and hard to remember. Acronyms are difficult to differentiate from one another.

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Q Should I use a tagline?

You may choose to use a tagline to support the company name. The tagline can be a tease, a short marketing statement, an explanation or inspiration, which is succinctly stated in one line or no more than 5 words. You may wish the services of a professional copywriter to supply you with the phrase. Although designed together, the tagline and logo may have occasion to each function alone.

Q How can we ensure that the logo will be used correctly in our company?

It is important for all users to know the significance of the brand the logo symbolizes and what the standards of use are. Large corporations use a standards manual prepared by the designer to ensure adherence to correct identity usage. Lapses from consistency cause confusion and can undermine the company brand.

Q Do I legally own my logo?

Before you begin the logo design process, you should legally own your business name. You will need to do a search to be sure the name doesn't already belong to a competitor. You want full ownership of your logo and have this understanding in writing with your designer. If illustration or photography is included in the logo, you should own these as well.

Q How will my logo be recognized?

You may formally introduce your logo in order to gain recognition. The launch of a new corporate identity presents a perfect opportunity for marketing. You can create a campaign that reaches your target audience through print and the Internet. A logo needs repeated and widespread exposure before it is remembered so, use it! It has been said, that by the time you are tired of your logo, others are recognizing it.