



Project meeting

Catania - 9<sup>th</sup> and 14<sup>th</sup> October 2016

**HOW TO CREATE A LOGO**

# WHAT IS A BRAND?

A brand is the promise or expectations associated with your product or service in your customer's mind.

An effective brand helps your product get noticed, liked, and remembered.

Be careful

**Your logo is not your brand!**

# Your brand is:



While important, your logo simply represents the collective experience your customer has with all these brand “touch points”.

“A logo is the point of entry into the brand”  
*Milton Glaser, Designer*

# WHAT A LOGO DOES

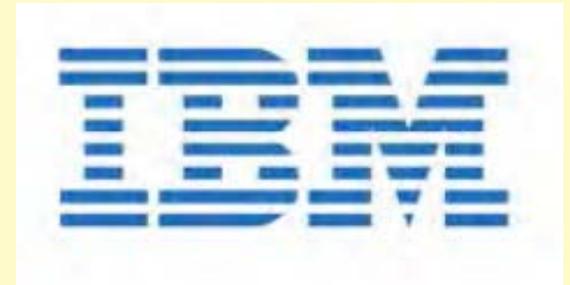
The most important thing that your logo does is helping your customers recognize and remember your business or product

# YOU NEED A LOGO IF:

- you want to look more professional
- you have one or more competitors offering a similar product or service and you want to stand out and get noticed
- you use business cards, a website, or other marketing materials and want to demonstrate that you are qualified and competent
- you want to raise money from investors or sell your business someday
- you want to grow your “brand” and sell additional products and services, or franchise
- you want customers to remember you

# WHAT SCIENCE SAYS ABOUT THE POWER OF LOGOS

An experiment was performed: to a first group of consumers an Apple logo was shown (Apple is well known as a “creative” brand and their slogan at the time of the experiment was “Think Different”); to a second group an IBM logo was shown (IBM was better known at the time as a safe, traditional, and non-creative choice - they still are), then both consumers' groups were asked to complete a standard creativity test.



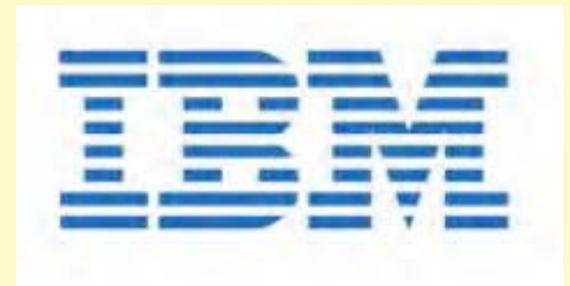
# WHAT SCIENCE SAYS ABOUT THE POWER OF LOGOS

The logos were shown so quickly (13 milliseconds) that the participants in the study didn't consciously know which one they had seen.

What do you think happened?

The people who had seen the Apple logo performed better on the test. **Significantly better!**

Just seeing the Apple logo made people think more creatively!?!



# WHAT SCIENCE SAYS ABOUT THE POWER OF LOGOS

The researchers did the experiment several times, with other groups of people, using also other logos to test other feelings and the results showed that people have been influenced by the feelings to which well known logos are unconsciously associated with.

So, before you create your logo, think about what ideas, thoughts, and feelings could be associated with your business. Next you'll learn about how you can make sure your customers will experience those feelings when they see your logo.

# How to create a logo: First step

## POSITIONING YOUR PRODUCT

Before you design your logo, you need to understand what your brand represents.



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Luxury



Dependability



Creativity, Fun

# How to create a logo: First step

## POSITIONING YOUR PRODUCT

Now think a bit about your product or service, and try to answer the following questions:

- What does it help your customers do?
- How does it benefit them?
- Who uses it and what do they like?
- Who buys it and why?
- What emotions are associated with your product?
- How does your product compare to your competitor's?
- How is it different or better?
- Is there an idea that represents what it does?

# How to create a logo: First step

## POSITIONING YOUR PRODUCT

- Is there an idea that you can “own” when referring to your product?
- Is it the safest?
- The oldest?
- The best technical solution?
- The most effective?
- The first of its kind?
- Does it have the most powerful effect?
- Is it the softest?

Find the idea that describes your product and sets it apart from the competition.

**This is your product position.**

# How to create a logo: Second step

## CHOSING THE TYPE OF LOGO

Knowing your product positioning will enable you to choose the right icon, a good font, and even colors that will help customers recognize you and come back for more.

So, think about images, colors and styles that might represent the ideas your brand stands for.

There are millions of logos in the world. All of them can be categorized into one of **three groups**: **iconic**, **typographic**, or **combination marks**. Let's take a quick look at the differences.

# How to create a logo: Second step

## CHOSING THE TYPE OF LOGO

### ICONIC LOGOS

Iconic logos (also called symbolic logos) are simply shapes or icons that are easily recognizable and represent a company or idea. An iconic logo either literally or abstractly represents your product, or the idea your product represents.

Because an icon alone doesn't include any text to clarify its meaning, if a consumer isn't familiar with the logo, they may not associate it with the product it represents.



# How to create a logo: Second step

## CHOSING THE TYPE OF LOGO

### TYPOGRAPHIC LOGOS

Typographic logos are also known as logotypes or word marks. These logos are uniquely styled type or font treatments of the product or company name. Because there are thousands of fonts, there are literally thousands of options available when it comes to creating a typographic logo.

Logotypes or word marks are often a good option for small business because they include your product or company name, so customers don't have to think too hard to remember it.

With the right font, you can create a mark that is both recognizable and represents the ideas of your brand.



# How to create a logo: Second step

## CHOSING THE TYPE OF LOGO

### COMBINATION LOGOS

This is the most common type of logo we see. It combines a unique icon with a type treatment of the product or company name, hence the name combination mark.

Combination logos have the advantages of both icon and word marks. They include a symbol that can represent the ideas your product represents. And they include your product name in an appropriate font so customers easily remember who you are.



# How to create a logo: Second step

## CHOSING THE TYPE OF LOGO

### Types of icons

**Abstract:** Sprint, BP

**Emblems:** Tivo, Mini

**Logotype:** IBM, Disney

**Characters:** Energizer, Michelin Man

**Combination:** Amazon.com, Starbucks

**Hidden:** FedEx, Toblerone



# How to create a logo: Third step

## **CREATE THE LOGO**

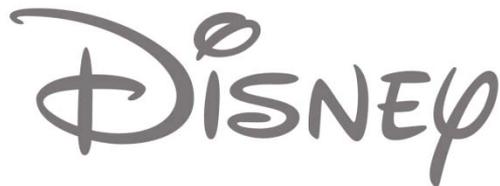
What images or icons can be associated with your brand?

# How to create a logo: Third step

## CREATE THE LOGO

### What about fonts?

Like icons, the fonts in a logo communicate different things.

The Disney logo is written in a grey, cursive script font. The 'D' is large and stylized, with a leaf-like flourish on top. The rest of the word 'Disney' follows in a similar, flowing script.

Creativity and fun

The Amazon logo features the text 'amazon.com' in a bold, black, sans-serif font. A curved orange arrow is positioned below the 'a' and 'z', pointing from the 'a' to the 'z'.

Friendly, approachable

The logo for The Wall Street Journal is the text 'THE WALL STREET JOURNAL' in a bold, black, serif font. The letters are tall and closely spaced.

Trust

The Greenpeace logo consists of the word 'GREENPEACE' in a bold, green, sans-serif font. The letters are thick and have a slightly irregular, hand-drawn appearance.

Natural, non-authoritarian

# How to create a logo: Third step

## **CREATE THE LOGO**

What ideas should the font used for your brand represent?

# How to create a logo: Third step

## CREATE THE LOGO

### What about colors?

#### Blue

Tradition, safety, calm, loyalty

#### Green

Healthy, natural, growth, freshness, money

#### Yellow

Happiness, fun, energy

#### Brown

Responsibility, security, home

#### Orange

Enthusiasm, creativity, action



#### Red

Strength, power, passion, danger, wrath

#### Purple

Royalty, power, wealth, mystery, magic

#### Black

Elegance, formality, wealth, power, evil

#### White

Purity, innocence, faith

# How to create a logo: Third step

## **CREATE THE LOGO**

What colors best represent  
the ideals of your brand?

# How to create a logo: Third step

## CREATE THE LOGO

Now you're ready to put it all together

**... AT WORK !**