5 Principles of Logo Desgin

1) KEEP IT SIMPLE

A simple logo design allows for easy recognition and allows the logo to
be versatile & memorable. zipping by signage at 70 miles per hour,
on packaging on the crowded shelves of a store

2) Memorable

. An effective logo design should be memorable
. and this is achieved by having a simple, yet,

3) TIMLESS—not Trendy

An effective logo should be timeless – that is, it will endure
the ages. Will the logo still be effective in 10, 20, 50 years

4) VERSATILE

Is a logo still effective if:

. Printed in one color?
. Printed on the something the size of a postage stamp
. Printed on something as large as a billboard?
 Number of colors mean more money to produce

5) APPROPRIATE

logo should be **appropriate for its intended purpose.**
Doesn't need to show the product or service

Red Bull ENERGY DRINK

Red

Action, Adventure, Aggressive, Blood, Danger, Drive, Energy, Excitement, Love, Passion, Strength and Vigor

Barbie

Pink

Appreciation, Delicate, Femininity, Floral, Gentle, Girly, Gratitude, Innocence, Romantic, Soft and Tranquil

NICKELODEON

Orange

Affordable, Creativity, Enthusiasm, Fun, Jovial, Lighthearted, High-Spirited and Youthful

McDonald's

Yellow

Caution, Cheerful, Cowardice, Curiosity, Happiness, Joy, Playful, Positivity, Sunshine and Warmth

IBM

Blue

Authority, Calm, Confidence, Dignity, Established, Loyalty, Power, Success, Secure and Trustworthy

Hallmark

Purple

Ceremony, Expensive, Fantasy, Justice, Mystery, Nobility, Regal, Royalty, Sophistication and Spirituality

GIRL SCOUTS

Green

Crisp, Environmental, Fresh, Harmony, Health, Healing, Inexperience, Money, Nature, Renewal and Tranquility

007

Black

Authority, Bold, Classic, Conservative, Distinctive, Formality, Mystery, Secrecy, Serious and Traditional

SWAROVSKI

Grey

Authority, Corporate Mentality, Dullness, Humility, Moody, Practicality, Respect, Somberness and Stableness