5 Principles of Logo Design

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

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

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

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

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

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

Green

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

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