
CREATING
The Tip of the Iceberg
YOUR LOGO

YOUUDANdesign
Clarity Through Creativity

Clarity Through Creativity

LOGO DESIGN

Getting clarity on how you will use your logo within your business is just the start.

The logo is a small element of an overall visual identity, I describe it as the tip of the iceberg of your visual identity.

Your logo is not your brand. Your logo is a stand alone design that I believe, should communicate just one core value of your business. I also believe in simplicity in order for the logo to become recognisable by your audience.

What feeling do you want to initiate within the design of your logo?
What impact do you want to have?

Some businesses like to focus more attention, time and money on creating a timeless iconic symbol, other businesses use a broader visual identity to communicate their values and create a brand.

What is right for your business?

"Logos are a graphic extension of the internal realities of a company" - Saul Bass



Types of LOGO

What kind of logo do you need for your business?

There are many to choose from depending on what and how you want to communicate with your audience, how you will develop your brand and where the logo will be placed.

Brand Mark

Brand marks are clean-cut and easy to remember.

PROS - The simplicity of the design will translate well when resizing your logo across branding materials

CONS - A brand mark is often the hallmark of companies that could be considered iconic, being established in your market will help the recognition.

Incorporating a brand mark at a later date may be a good move if you are a new business.

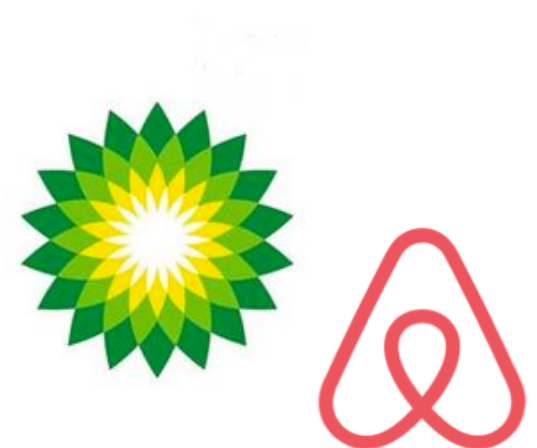


Abstract Logo Marks

Symbolic logos that are conceptual, think-about-the-big-picture logos.

PROS - An abstract logo isn't restricted to a real-world object or image, there's a wide scope of how an abstract mark can become recognisable

CONS - Tricky to convey a message to your audience



Types of LOGO

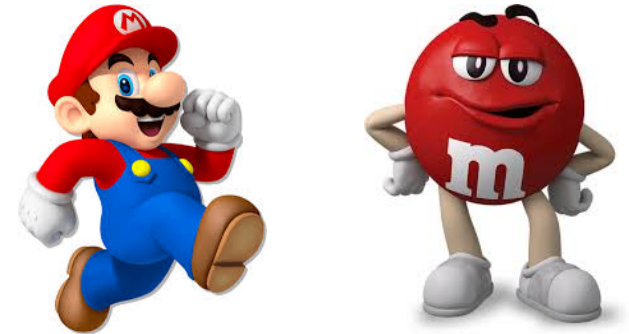
What kind of logo do you need for your business?

Mascots

A family-friendly logo! A character or person that act as a visual representation of your business. A lot of your advertising will be centred around them in order to create recognition

PROS - Very useful in creating a memorable brand that people can trust.

CONS - Not for every business, consider the wider purpose of your business and core message.



Word-mark Logos (Logotypes)

Logos that consist of text only.

PROS - No one has to do any guessing, versatile option as word marks are easily transferable onto any marketing material.

CONS - Does your company name say anything about what you do?



Letter-marks (Monograms)

The abbreviated initials of a company.

PROS - Nowadays we love abbreviations! Letter-marks turn your lengthy business name into an identifiable brand identity. The simplicity will work to your advantage

CONS - Make sure your logo doesn't turn into a boring, forgettable design. Simple content can easily lead to boring design.



Types of LOGO

What kind of logo do you need for your business?

Letterforms

The minimalist cousins of Letter marks (previous page)

PROS - Letterforms are easily scalable – when your logo is just one letter, you can stick it anywhere and have it look equally as good. A well designed letterform can invoke the full name of your brand in people's minds.

CONS - These logos are just one letter - the design is critical; if the logo isn't memorable, it's pointless.



Combination Marks

Combining images and words.

PROS - Versatile! The combination allows for a dynamic brand - your company name combined with an image (abstract or otherwise) will be associated as one, so that eventually your customers will only see the symbol and still immediately think of your brand.

CONS - Both elements need to work together.



Emblem

Traditional feeling logo. Think family crests and the monarchy.

PROS - Emblems are memorable they conjure thoughts of traditionalism, history and importance. Emblems give the impression that your business is established.

CONS - These logos tend to have more intricate and detailed designs that may not resize very well - just a thought!



So What's **BEST FOR YOU?**

Sorry! I don't have the answer for you right here but below are some things to consider and to provide a little more clarity:

Where will your logo be displayed? Small area, large area, online, in print?

Is your business new? Do you need to display the full business name to ensure you are identified?

What industry do you work in? Can you say what you do with an easily identifiable symbol?

Does your logo need to have a variety of versions to fit with different touch points of your business? For example a round or square version to fit well with social media?

Do you want to create a visual identity design system that supports your logo and builds trust with your audience?

"A logo does not sell, it identifies"

- Paul Rand

If these questions have inspired your creative cogs to turn that's great! If you'd like to ask me any further questions I'd love to hear about your project and have a chat - no commitment, I just love talking about this stuff and adding value where I can :)



Book A Call With Me

EXAMPLES OF LOGOS DESIGNED BY Y^OUDANdesign



Family of logos for an expanding dynamic visual identity. Primary logo with service and event specific logos



YOUDANdesign

Clarity Through Creativity

Shaping an abundance of ideas and creative uncertainty into a clear visual brand that communicates your value, bringing your business to life.

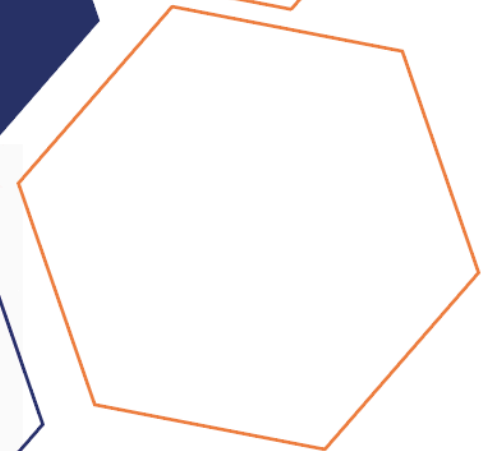
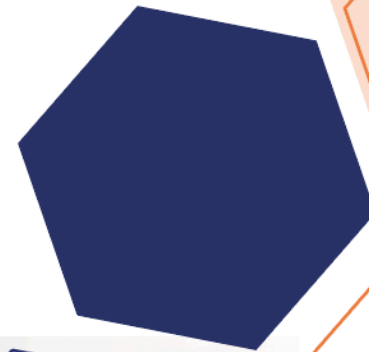
At YOUDAN design we strive to build on the existing foundations of purposeful endeavours, helping value driven people communicate with their audience.

Our design philosophy is based on creating visual continuity throughout your business, communicating in simple ways to create impact and incite trust.

By ensuring all your outreach spreads the same message and attracts your preferred audience we will build brand recognition and showcase your unique offering.

"Build a brand, not a business"

- Sir John Hegarty





We
use hexagons
in our visual brand as a
nod to the honeycomb building
structures of bees.
It helps us communicate our love
of collaboration, building
relationships, working as a team &
creating something worthwhile.

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