
CREATING
The Tip of the Iceberg
YOUR LOGO

YOUUDANdesign
Clarity Through Creativity

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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 an identifier - 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.

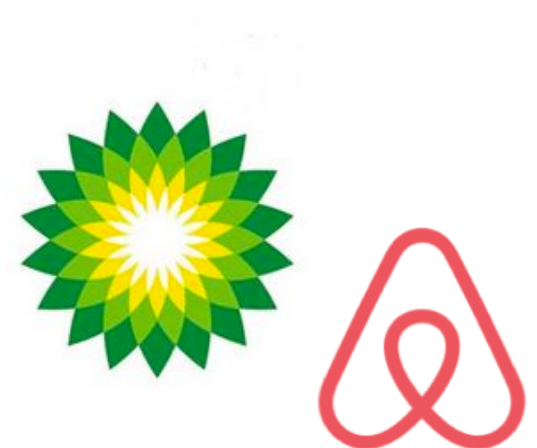


Abstract Logo Marks

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



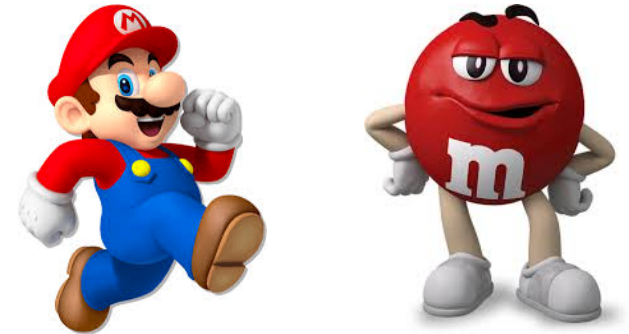
Types of LOGO

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

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 which may 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

Creativity Sparked?

Cogs Turning?

Unanswered Questions?

Let's jump on a call to have a chat!

This is me, Kim



[Schedule a call >](#)

EXAMPLES OF LOGOS DESIGNED BY YOU D A N d e s i g n

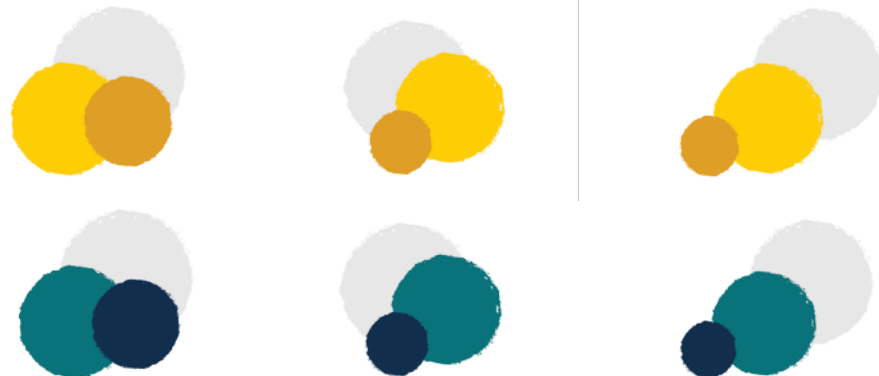


Bristol
Neurodiversity
Consultants Limited
Celebrating Neurodiversity



EXAMPLES OF LOGOS DESIGNED BY YOU D A N design

Family of logos and icons designed for a dual service coach, working with individuals and companies.



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



A little more info about YOUUDANdesign

I work in partnership with purpose-driven businesses to help them gain ownership of their messaging and clarity over their strategy. In an **exercise of exploration and imagination, we go beyond design to build a dynamic brand identity** that reflects their aspirations, grows with their ambitions and connects with their audience.

Three steps to designing a visual identity that will stand out – and stand the test of time.

The approach I take is deliberately logical and deeply personal. Because I believe effective communication starts with you and your audience. So I'll get to know your business and your customers, helping you to gain clarity over your messaging and your market.

With a better understanding of your unique proposition, we can start getting creative. Translating your core values into visuals with impact. That repeatedly, consistently connect with your target audience and support your strategic objectives.

"Build a brand, not a business"

- Sir John Hegarty



Using hexagons is a nod to the honeycomb building structures of bees.

It helps communicate my love of collaboration, building relationships, working as a team & creating something worthwhile.

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Me again



Book A Call With Me

Or send an Email