

5 PRINCIPALS OF GOOD LOGO DESIGN

What makes a good logo? A good logo is instantly recognisable, simple in form, easy to remember, built for longevity, and able to fit different mediums of branding material. By Loz Chai follows a set industry standards of graphic design.

Simple

In order for a good logo design to take shape, we must take our concepts down to their simplest form. Simplicity is key and allows a logo to be easily recognised. Without simplicity, a logo cannot follow its other principles of memorability and versatility.

Memorable

To build a lasting impression, a logo must be memorable. How else will your client's customers remember them? Complexity of design serves as a negative in a logo design, your logo will have only a few seconds to be absorbed by the average person. This is where I implement KISS (Keep It Simple, Stupid) a design term that states design works best when we have simple designs rather than complex ones. KISS is not meant to imply stupidity.

Timeless

Timeless refers to no particular point in time. Focus on building a strong concept for your logo and keep away from trends. As trends fade away, so will the logo. A timeless logo allows your client to enjoy its longevity, allowing your design to stay on board for the long-term.

Versatile

Logos are marks and symbols that represent a business. As businesses market themselves through various forms and mediums, they apply their logo to business cards, advertisements, social media, websites and many more.

Relevant

Does your logo fit the purpose and identity of the company? A logo must portray the company it represents through the use of shape and form. A good rule to follow (not always though) is, smooth lines for a youthful company and straight lines for a structured company.

It is important to make sure the logo is relevant to the industry your company is in.

CURRENT LOGO DESIGN



RE-BRAND LOGO DESIGN BY LOZ CHAI

