

3 ESSENTIAL ELEMENTS TO A PROFESSIONAL LOGO DESIGN

58% of businesses said their logos were designed in-house or by an acquaintance. Of those, 66% said that if they were to do it again, they'd be more likely to outsource the work to a professional designer or firm, either locally or online. Here's how to do it right this time:

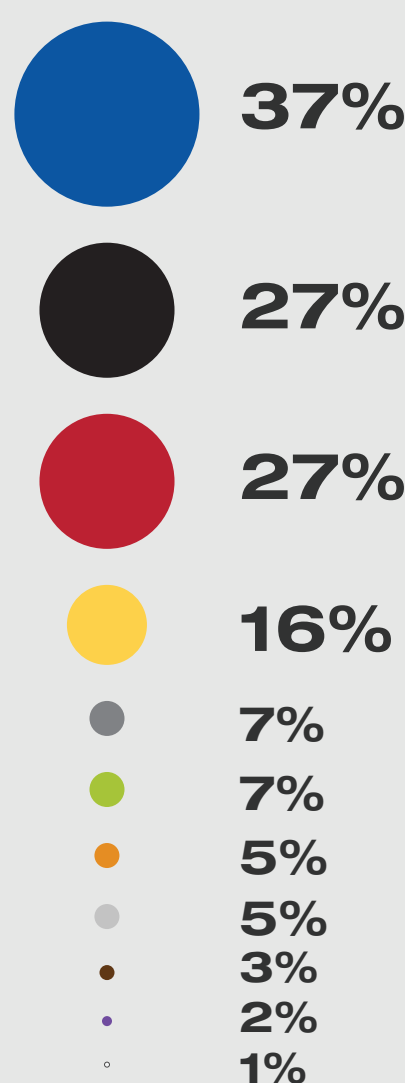
COLOR

Selecting the right color for your logo is one of the most important steps in the logo design process, and may have a bigger impact on your business than you realize. Used correctly, colors can position your company in a positive light and reinforce its core values to your customers.

COLOR INCREASES...



LOGO COLORS USED BY FORTUNE 500 BRANDS



COLOR EMOTIONS

RED	Excitement Energy Passion Courage	BLUE	Trustworthy Dependable Secure Responsible
ORANGE	Enthusiasm Fascination Happiness Strength	PURPLE	Nobility Mystery Wisdom Spirituality
YELLOW	Cheerfulness Intellect Energy Spontaneity	BROWN	Natural Simple Earthy Durable
GREEN	Health Freshness Serenity Wealth	BLACK	Glamour Exclusivity Sophistication Power

COLOR TIPS

- A great logo will look good whether in a single color, black-and-white, or in mixed colors and tones.
- Limit logo colors to 3 or less.
- Use color psychology to your advantage. Research finds women favor blue, green and purple, while men would swap purple for black.

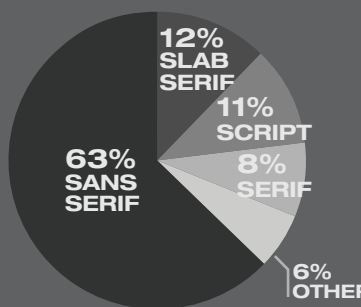
80%
THINK COLOR INCREASES BRAND RETENTION

FONT

Along with color, font style is vital for communicating your brand to customers. The font should reflect your brand and complement the color.

FONTS MOST USED BY TOP BRANDS

The sans serif font Helvetica represents 21% of fonts used according to Forbes "Most Valuable Brands" list.



CATEGORIES

A	SANS SERIF Definition: Fonts without accents at the ends of letters. Characteristics: Widespread, Fresh, Contemporary, Unbiased, Established.
A	SLAB SERIF Definition: Fonts with solid, rectangular accents. Characteristics: Bold, Sturdy, Firm, Current, Hip.
A	SCRIPT Definition: Fonts that imitate handwriting or calligraphy. Characteristics: Feminine, Graceful, Welcoming, Interesting, Artistic.
A	SERIF Definition: Fonts with accents at the ends of letters. Characteristics: Dependable, Notable, Reputable, Trustworthy, Conventional.

FONT TIPS

- Avoid hard-to-read fonts. Consider a professional, sans-serif font that isn't too thin.
- One font is ideal; avoid more than two.
- Make sure the font is legible across all applications, especially if using decorative fonts.

37%
OF LOGOS USE TEXT ONLY

GRAPHIC

Think about all the places your logo could potentially be used. Professionally designed logos will work in all applications, including web, email, print advertising, signage, T-shirts, and more. These tips will help ensure your logo will look good and be memorable on any medium.

56%
OF LOGOS USE TEXT AND A SYMBOL

GRAPHIC TIPS

SCALABLE

Graphics must be versatile to use across different mediums. Use vector graphics instead of raster to ensure clarity.

✗ BITMAP



✓ VECTOR



KEEP IT SIMPLE

A good logo communicates the message simply, allowing for easy recognition and memorability.

✗ COMPLEX



✓ SIMPLE



TIMELESSNESS

Using current graphic trends does not guarantee a successful logo

✗ TRENDY



✓ ORIGINAL



AVOID CLIP ART

Stay away from clip art. It can make your brand appear generic and unprofessional.

✗ GENERIC



✓ PERSONAL



GET STARTED

Now that you know how the essentials of a professionally designed logo work, it's time to get started.

TO PREPARE FOR THE CREATIVE BRIEF

- Be ready to discuss your business and ideas.
- Decide which colors, fonts and layouts you want.
- Determine where you would like your logo to appear.

BEFORE CHOOSING YOUR LOGO DESIGN COMPANY

- Review their portfolio.
- Consider whether they use in-house or outsourced designers.
- Read client testimonials.
- Understand the number of revision rounds you'll get.

CONTACT YOUR SAFEGUARD CONSULTANT TO GET STARTED.

Call 800.616.9492 for details or visit GoSafeguard.com.