

The logo for LinmyDure, featuring a stylized blue leaf-like icon above the text "LinmyDure" in a white, sans-serif font.

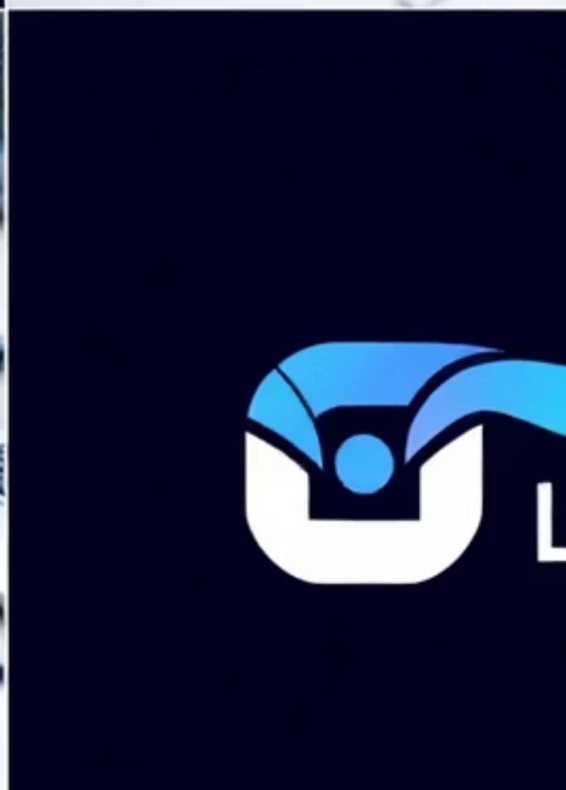
LinmyDure



The Art of Logo Design

A professional logo is the foundation of visual communication for any business. This presentation explores the key steps in creating effective logos, from understanding different types to mastering the design process and presenting to clients.

Module Name: ICT Tools and Digital Media
Lecturer: Mrs Shameera Lauthan



Learning Objectives

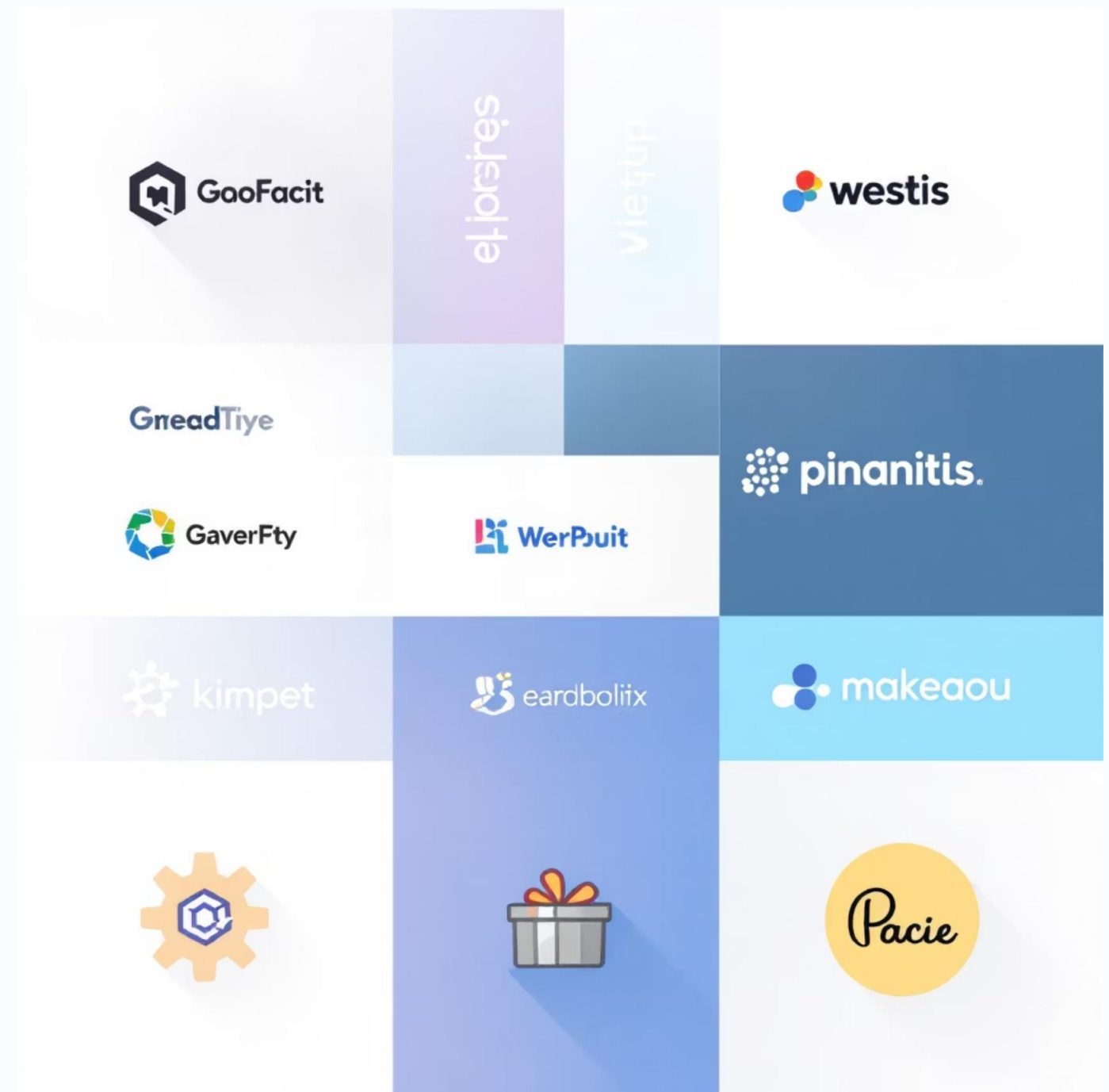


- **Describe** the different types of logos (e.g., wordmark, mascot, abstract mark).
- **Explain** the five principles of effective logo design (simple, memorable, timeless, versatile, relevant).
- **Apply** design principles to select appropriate logo styles for various brand contexts.
- **Analyse** how logos reflect brand identity, values, and target audience.
- **Evaluate** the effectiveness of a logo based on clarity, usability, and aesthetic impact.
- **Design** a unique logo that visually communicates brand values and purpose.

What is a Logo?

A logo is a graphical representation used to identify and differentiate an organization in a unique and immediate way. From the Greek "logos" (speech) and "typos" (writing), it visually represents the message you wish to communicate.

A logo is typically a stylized name with a specific font, sometimes associated with a graphic symbol. It must encapsulate the spirit, activity, or values of a brand while inspiring trust, admiration, and loyalty.

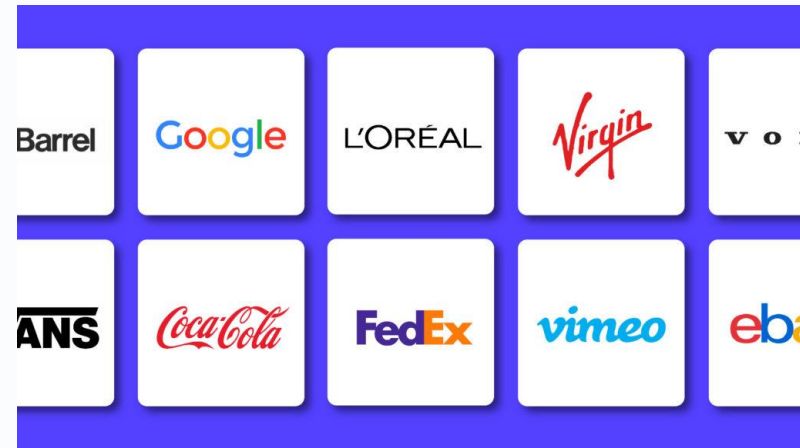


A well-designed logo helps to seduce, attract attention, enhance company image, identify products or services, and distinguish from competition.

7 Types of Logos

Wordmark

Name in unique typography (Google, Coca-Cola)



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Lettermark

Stylized initials or monogram (IBM, CNN)



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Combination Mark

Text + symbol (Adidas, Lacoste)



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Abstract Mark

Stylized form evoking an idea or feeling (Nike, Pepsi)



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More Logo Types

1

Mascot Logo

Illustrated character representing the company (M&Ms, Michelin)



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2

Pictorial Logo

Simple icon representing the company (Apple, Twitter)



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3

Emblem Logo

Text integrated in a closed form like a badge or seal (Starbucks, Harley-Davidson)



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Each type serves different purposes and works best for specific brand identities. The choice depends on your company's values, target audience, and how you want to be perceived.

Logo Design Process

Specifications

Start with a detailed brief to understand the company, its values, objectives, sector, competitors, and history.

Sketches & Ideas

Draw hand sketches to explore concepts quickly. There are no bad ideas at this stage.

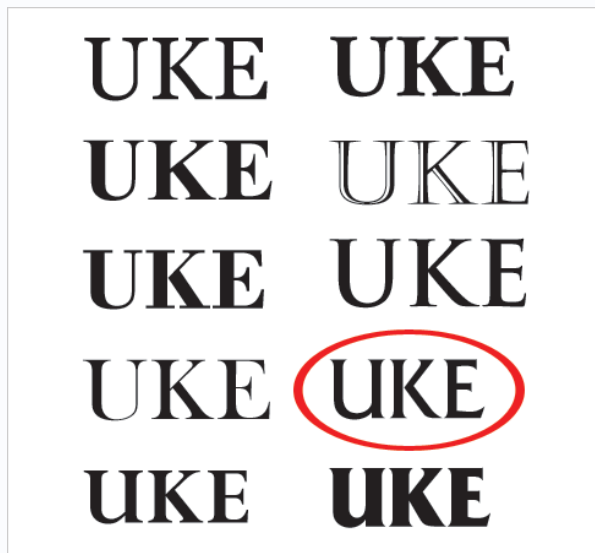


Research & References

Analyse existing successful logos, current styles and trends to ensure originality and durability.

Digital Design & Finalization

Vectorize selected ideas, refine them, test in black and white then color to ensure versatility.



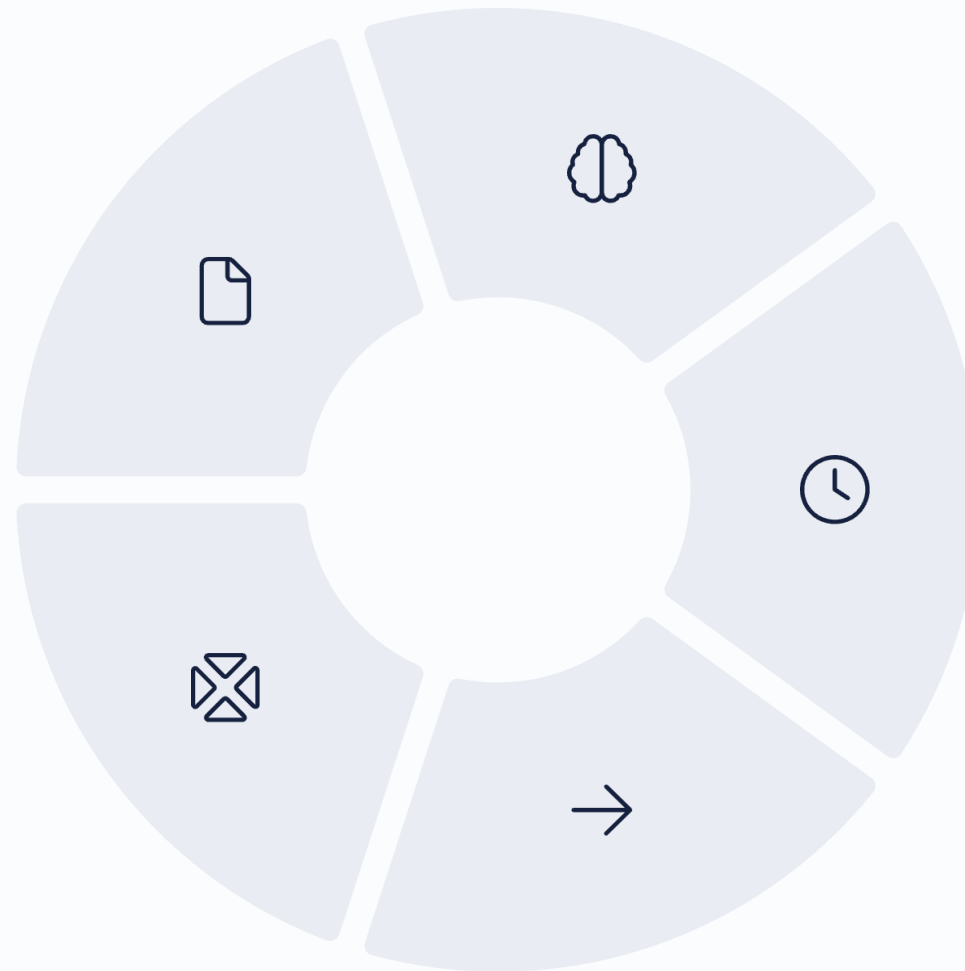
5 Principles for Effective Logo Design

Simple

A simple logo is easier to recognize, versatile and memorable. The best logos often have a unique or unexpected element without being complicated.

Relevant

Must be adapted to the brand's sector, values, and target audience while conveying the right message.



Memorable

Must be easy to remember after seeing it just once. A logo doesn't need to literally represent what the company does.

Timeless

Should not depend on passing graphic trends. A good logo doesn't age quickly.

Versatile

Must work everywhere: on pens, posters, websites, in color or black and white, and remain legible at all sizes.

Color Psychology in Logo Design

Color	Main Meaning	Used For	Examples
Red	Energy, passion, power	Youth brands, sports, fast food	Coca-Cola, YouTube, Netflix
Blue	Confidence, calmness, reliability	Social networks, banks, tech	Facebook, X, PayPal
Green	Nature, health, ecology	Organic, well-being, sustainability	Starbucks, Spotify
Yellow	Joy, optimism, warmth	Children, leisure, fast food	McDonald's, Snapchat, Ikea
Black	Luxury, elegance, authority	Fashion, design, high-end tech	Chanel, Nike, Apple

Creative Logo Design Techniques

Hidden Symbols

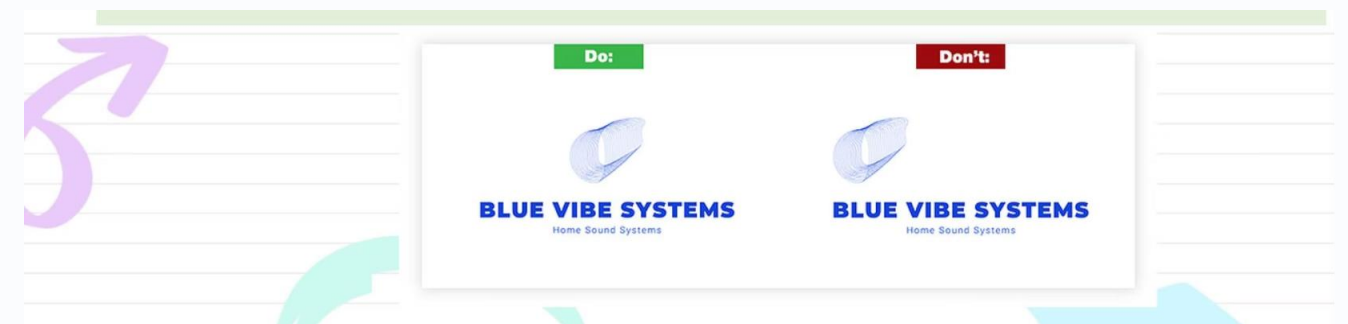
Many logos use clever hidden symbols, like the arrow between the "E" and "x" in FedEx or the arrow from A to Z in Amazon.



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Typography & Balance

- Play with uppercase/lowercase - capitals convey strength, lowercase feels friendly
- For balanced logos, slogans should be shorter than names
- Leave space between logo and frame to let it "breathe"
- Align all elements (name, slogan, icon) in the same direction



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Presenting Logos to Clients

Start with a Clear Design Brief

Always begin with detailed specifications. If the client doesn't provide one, create your own by asking the right questions about their company, values, targets, competitors, and preferences.



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Create a Graphic Charter

Provide a document explaining how to use the logo correctly, including presentation, colors, typography, rules of use, and examples on different media.



Show Real-World Applications

Present the logo in context on business cards, websites, signage, and promotional items to help clients visualize its versatility.



Key Takeaways

Effective Logo Qualities

- Clear message that represents core values
- Readable at all sizes and recognizable without color
- Based on a strong idea with careful execution

Design Process Matters

- Follow a structured approach from brief to finalization
- Research thoroughly before sketching concepts
- Test designs in multiple contexts and formats

Client Presentation

- Create comprehensive design briefs
- Provide graphic charters for consistent usage
- Show practical applications in real-world contexts