
General Guidelines for Evaluating and Selecting a Successful Logo Concept

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Thank you for choosing Advice Media for your logo design project!

Here are some practical considerations to help you select the logo concept that works best for you. As always, your designer is here to guide you as well.

1. Is your logo concept practical? Can it be represented in black and white, as well as in color?

Your logo should be versatile. This will allow you to utilize it for the widest variety of purposes, in various media (print, Web, product packaging, etc.) Since you will receive your logo in a digital vector format that will allow you to do virtually anything with it, try to select a design that would allow you to take full advantage of this.

2. Will the logo be multifunctional?

The logo should look equally good in all media. A truly multifunctional concept will allow you to embroider your logo on clothing or even use it on promotional products (pens, key chains, etc.) On the other hand, logo concepts based solely on color gradients are restricting in terms of use; in addition, color accuracy cannot be guaranteed in print.

3. Could fine detail be lost when the logo is reproduced in a small size?

Using too much fine detail in a logo design is not necessarily wrong. However, if the meaning of the logo is lost when this detail is not readily visible at small sizes, your options might be limited or it may become very expensive to reproduce the logo in certain cases.

4. How many colors are too many?

When using your new logo on the Web, there are no restrictions as to how many colors or graphic effects and enhancements (such as a drop shadow) are used in the logo. However, please keep in mind that Web and print are fundamentally different technologies and display graphics in different ways. When printing the logo using spot colors (the industry standard for assuring color accuracy), each additional spot color will increase your printing costs. A maximum of 2-3 colors is recommended for logos.

5. Is it simple, yet memorable?

The design of your logo should be clean and free of clutter, yet memorable, easy to recognize and multifunctional. Your designer must consider how any graphic effects and enhancements will scale and translate in various media. Removing such effects from the logo should not obscure the primary meaning or overall appearance of the logo.

6. Is the logo scalable? Will all characters be legible on your business card?

When the logo is resized really small (for example, to fit on a business card), are all logo elements still visible and readable? A classic mistake is combining a large symbol with small type – in such cases, when the logo size is significantly reduced, the disproportionately small text becomes illegible.

7. Is the logo concept appropriate and relevant to your business? Is it meaningful?

The concept must convey the essence of your practice and core values. Clichés such as swooshes or random trailing elements should be avoided, unless they have a specific purpose in the overall composition.

8. Is it timeless?

A good logo should last anywhere between ten and twenty years before it requires updating. (In comparison, the life expectancy of a website is anywhere between two and five years.) It is generally a good practice to be contemporary but avoid trends. This project is worth your time and attention and should be considered an investment into your long-term business success.