

# WHAT MAKES A LOGO



Why is a logo important? Because **it grabs attention, makes a strong first impression, is the foundation of your brand identity, is memorable, separates you from the competition, and (this is a big one) is expected.**

## HERE ARE A FEW THINGS TO ASK WHILE CREATING A LOGO:

- Is it clean and easy to read/interpret?
- Does it have complementary colours?
- Does it represent your brand and brand values?
- Is it easy to replicate across channels (i.e. email, marketing materials, social media)?
- Is it easy to remember?

## WHAT'S IN A COLOUR?

<b>Red</b> Excitement Strength Love Energy	<b>Orange</b> Confidence Success Bravery Sociability	<b>Yellow</b> Creativity Happiness Warmth Cheer	<b>Green</b> Nature Healing Freshness Quality	<b>Blue</b> Trust Peace Loyalty Competence
<b>Pink</b> Compassion Sincerity Sophistication Sweet	<b>Purple</b> Royalty Luxury Spirituality Ambition	<b>Brown</b> Dependable Rugged Trustworthy Simple	<b>Black</b> Formality Dramatic Sophistication Security	<b>White</b> Clean Simplicity Innocence Honest

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## TEST YOUR LOGO

Now that you know what makes a good logo, you'll want to ensure that your customers respond to it positively. It's a good idea to test your logo in different shapes and sizes to make sure it looks good on each platform it will be on. For example, is it sized to fit in the round shape of the Facebook or Instagram account?

Remember – a rectangle image may look weird fitting into a circle.

This is the perfect time to ask others (friends/ family) what they think about your logo. Maybe have people vote on it on a social media post. This is important because feedback is the best way to gauge if you're on the right track. That doesn't necessarily mean you can't stick to what you like. But you should do a poll, survey, or ask questions to see what your community gravitates to.

## EXTRAS TO CONSIDER

When you're creating a logo:

- Your business name should match your domain name so it's easier for people to find you.
- The colors and style of your business name and logo should match.
- Consider colours/shapes and ratios to enhance your online presence.
- Make sure your name and logo align with what you offer.
- Stand out!

Choosing the right professional business name and logo can feel like an intimidating task. But it's necessary in order to have a successful business. Hopefully, these tips and tricks will help you create a professional logo that will suit your business perfectly.

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