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Five problems to avoid when designing your logo



White Paper No. 5

The shortcut to trust and credibility™

Just because a logo is attractive doesn't mean it's effective. If it doesn't convey information about your business, it's not serving its purpose. Here are five ideas to consider when designing your logo.

The Problems

1. Avoid thin lines.

Avoid using too thin of a line weight. Thin lines can disappear or break up in some publications.

1. Lines too thin
2. Image too busy
3. Out of balance
4. Uses fad typefaces
5. Image is cliché

4. Stay away from fad typefaces.

Stay away from fad typefaces that will soon be old-fashioned.

2. Keep it simple.

Keep your logo simple and meaningful. If it's too abstract many people won't understand it.

3. Keep it balanced.

Keep it balanced and in proportion. A logo designed in the wrong proportions for most applications will seem amateurish.

5. Steer clear of the obvious.

Steer clear of the obvious because it's probably overused. Resorting to visual clichés makes people think you're a cliché.