BHS ICE CENTRE

Lesson: Logo Design

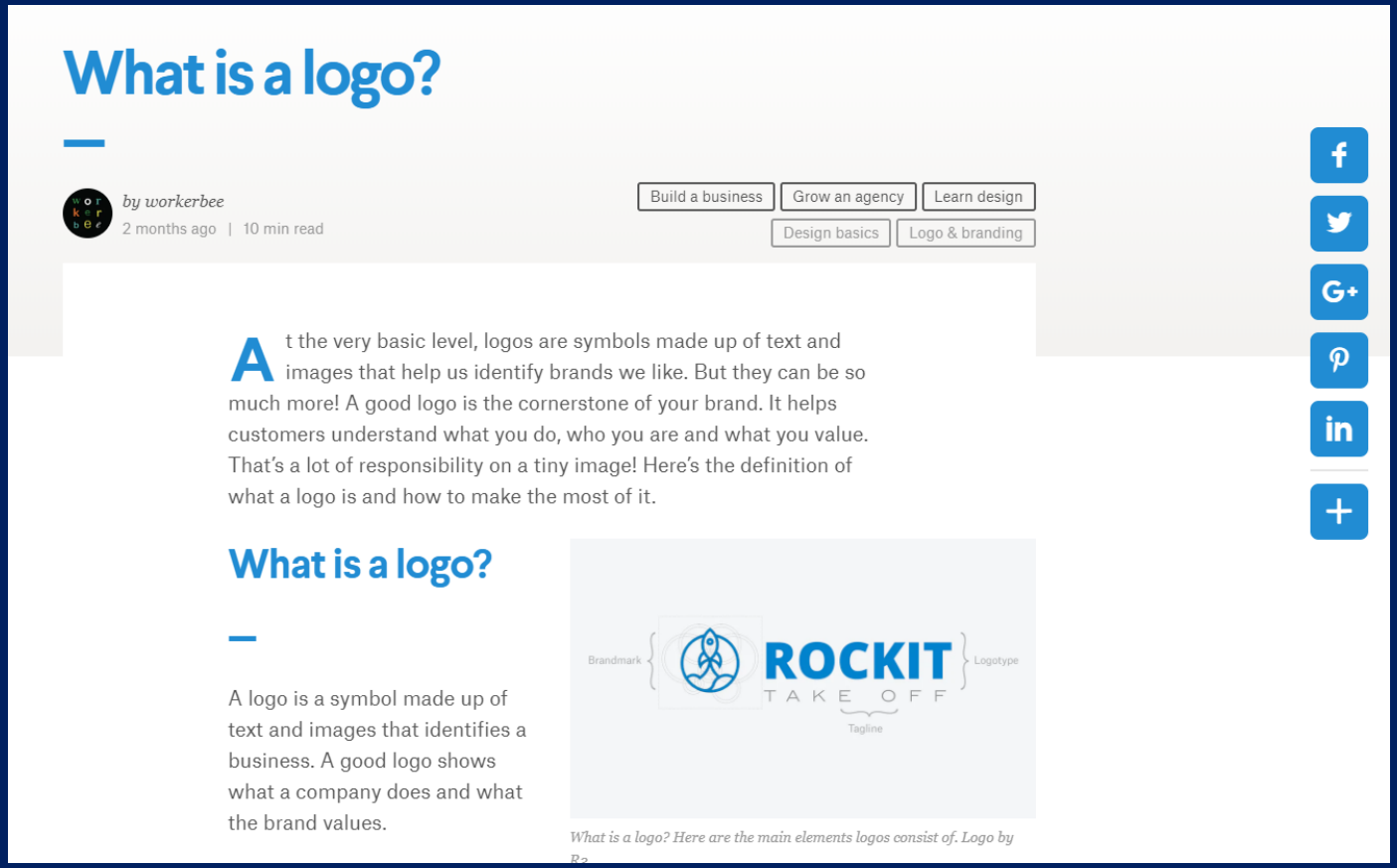
What is a logo?

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.

Reading

Please read:

https://99designs.ca/blog/tips/what-is-a-logo/



What is a logo?

by workerbee
2 months ago | 10 min read

Build a business | Grow an agency | Learn design | Design basics | Logo & branding

At the very basic level, logos are symbols made up of text and images that help us identify brands we like. But they can be so much more! A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value. That's a lot of responsibility on a tiny image! Here's the definition of what a logo is and how to make the most of it.

What is a logo?

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.

What is a logo? Here are the main elements logos consist of. Logo by R2

Types of Logos

There are 7 different types of logos

https://99designs.ca/blog/tips/types-of-logos/

Abstract Logo

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents your business.

One benefit of an abstract logo is that instead of being restricted to something recognizable, it allows you to create something truly unique to represent your brand.

Mascot Logo

Mascot logos are logos that involve an illustrated character. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson!

An added benefit of mascots is merchandise, many companies will sell stuffed mascots or blow up mascots as merchandise that customers love!

Combination Logo

A combination mark is exactly as it sounds, it is a combination of different logo types. It can be a logo comprised of a wordmark or letter mark and a pictorial mark, abstract mark, or mascot.

Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand!

Emblem Logo

An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organizations or government agencies.

Lettermark Logo

Lettermarks (or monogram) are logos that consist of letters, usually brand initials. IBM, CNN, HP, HBO. Noticing a pattern, yes? They're the initialisms of a few famous businesses with rather lengthy names.

A lettermark is a typography-based logo that's comprised of a few letters, usually a company's initials. The lettermark is all about simplicity. Because the focus is on initials, the font you choose (or create) is very important to make sure your logo is not only on-theme with what your company does, but also legible when you print on marketing materials. A tip when starting out with a lettermark is to include your company name below the logo, until it becomes more wellknown.

Wordmark Mark

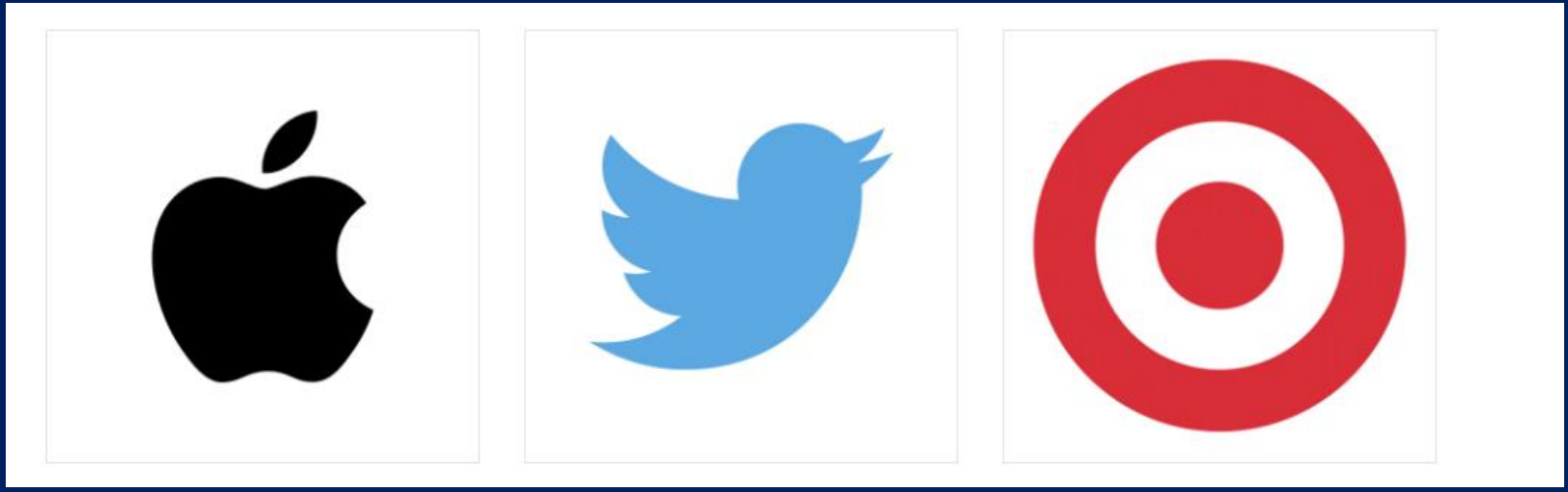
Similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business' name alone. Google's logo is a great example of this. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition. It is also such a simple logo is it extremely versatile for marketing purposes.

As with lettermark, font choice is VERY important!

Pictorial Mark

A pictorial mark (sometimes called brand mark or logo symbol) is an **icon**—or graphic-based logo. It's probably the image that comes to mind when you think "logo": the iconic Apple logo, the Twitter bird, the Target bullseye.

For new start up business, many will use a pictorial mark combined with a wordmark or lettermark so they can transition to only the pictorial mark in the future. Also for marketing purposes some companies wish to use the pictorial logo for merchandise or packaging and add the lettermark or wordmark for more formal uses.



Review: Types of Logos

There are 7 different types of logos

https://99designs.ca/blog/tips/types-of-logos/

Creating your own logo!

Before you begin creating your own logo please ensure you have carefully read this lesson as well as the suggested reading in this lesson.

Once you have decided on a strong company name, you may begin working on a logo design.

A strong company name is as important as the logo. For both the logo and company name it is essential to keep it simple and straightforward. A company name should identify what you do and be easy to remember!

Creating your own logo!

Before you begin creating your own logo please ensure you have carefully read this lesson as well as the suggested reading in this lesson.

A good logo starts with a good company name!

A strong company name is as important as the logo. For both the logo and company name it is essential to keep it simple and straightforward. A company name should identify what you do and be easy to remember! You want to make sure people are able to share your company with friends and family, while also easily finding it online.

How to create a logo?

Please note:

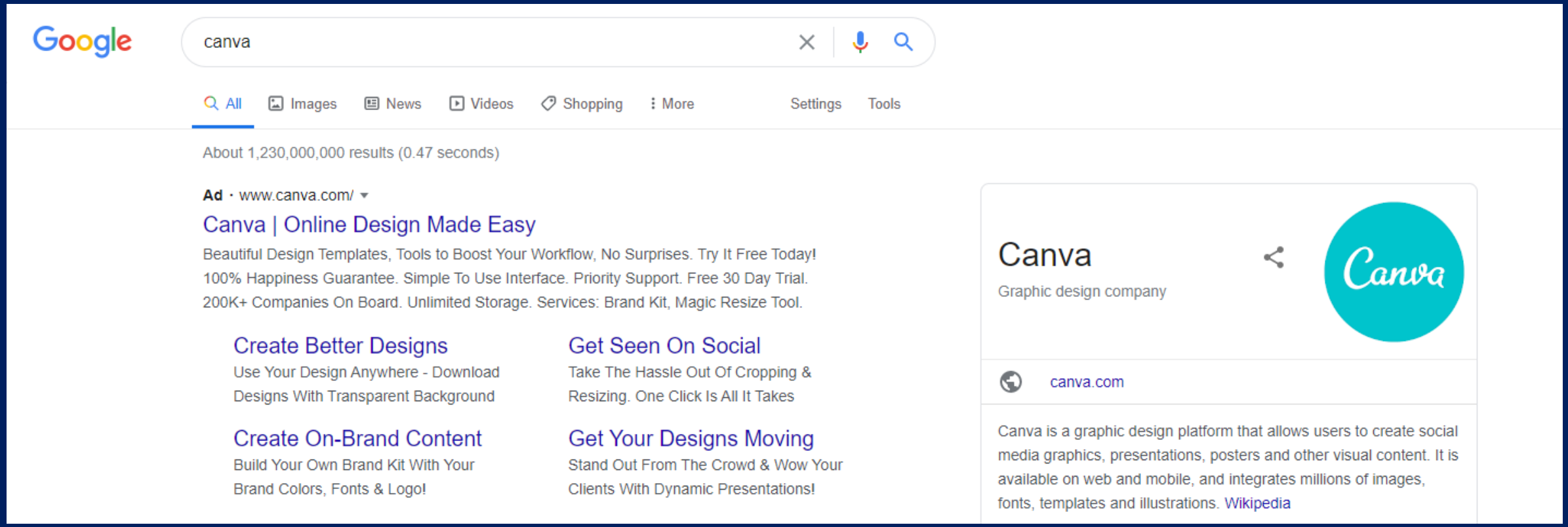
There are many platforms to create a logo, if you have experience with digital design software please feel free to use what you are comfortable with. This lesson will show you a simple online tool to get started! You may also choose to work with fellow classmates or friends who can help you design a logo. If you prefer to illustrate by hand, you may begin there, however the goal is to have a digital logo by the end!

How to create a logo?

The next few pages will show you how to get started with Canva!

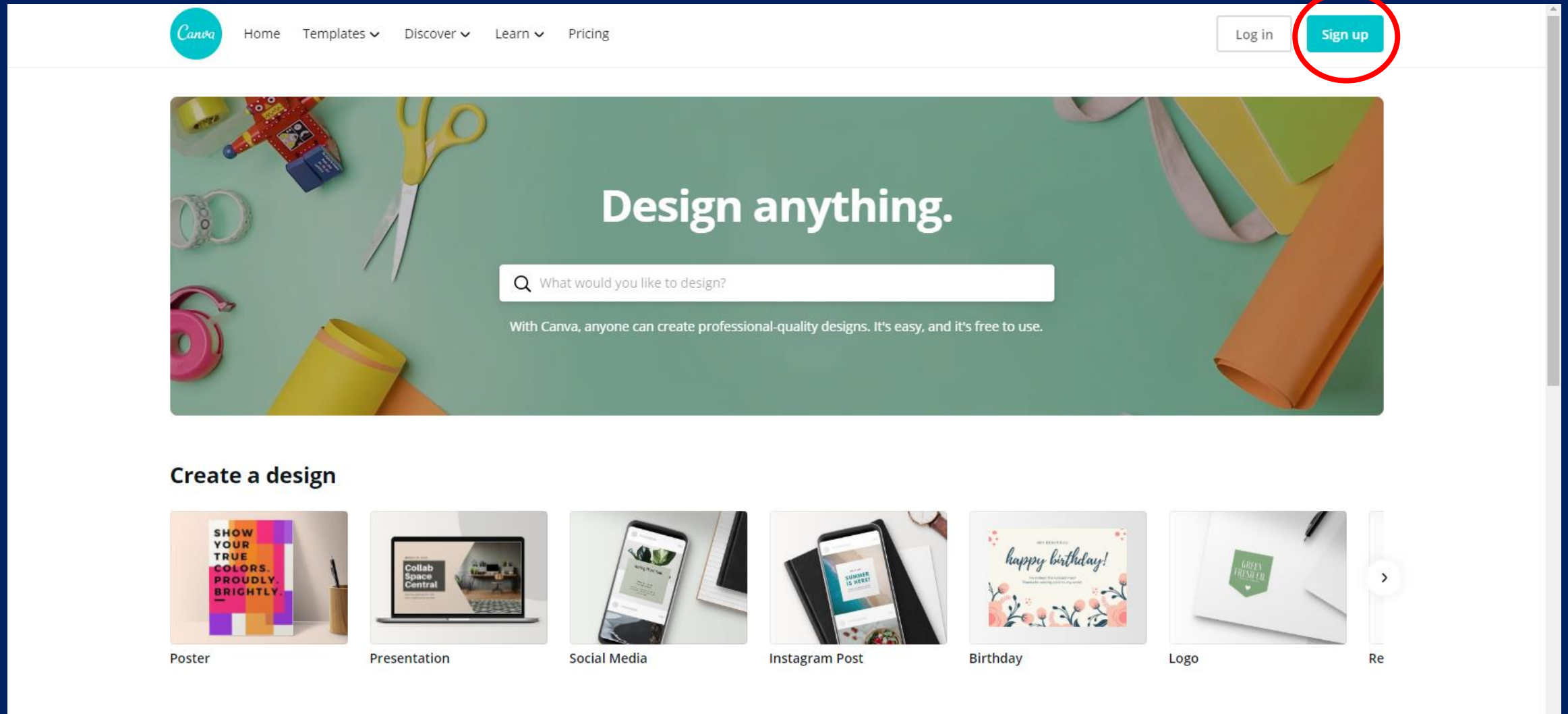
How to create a logo?

Start by googling “canva” or going to www.canva.com



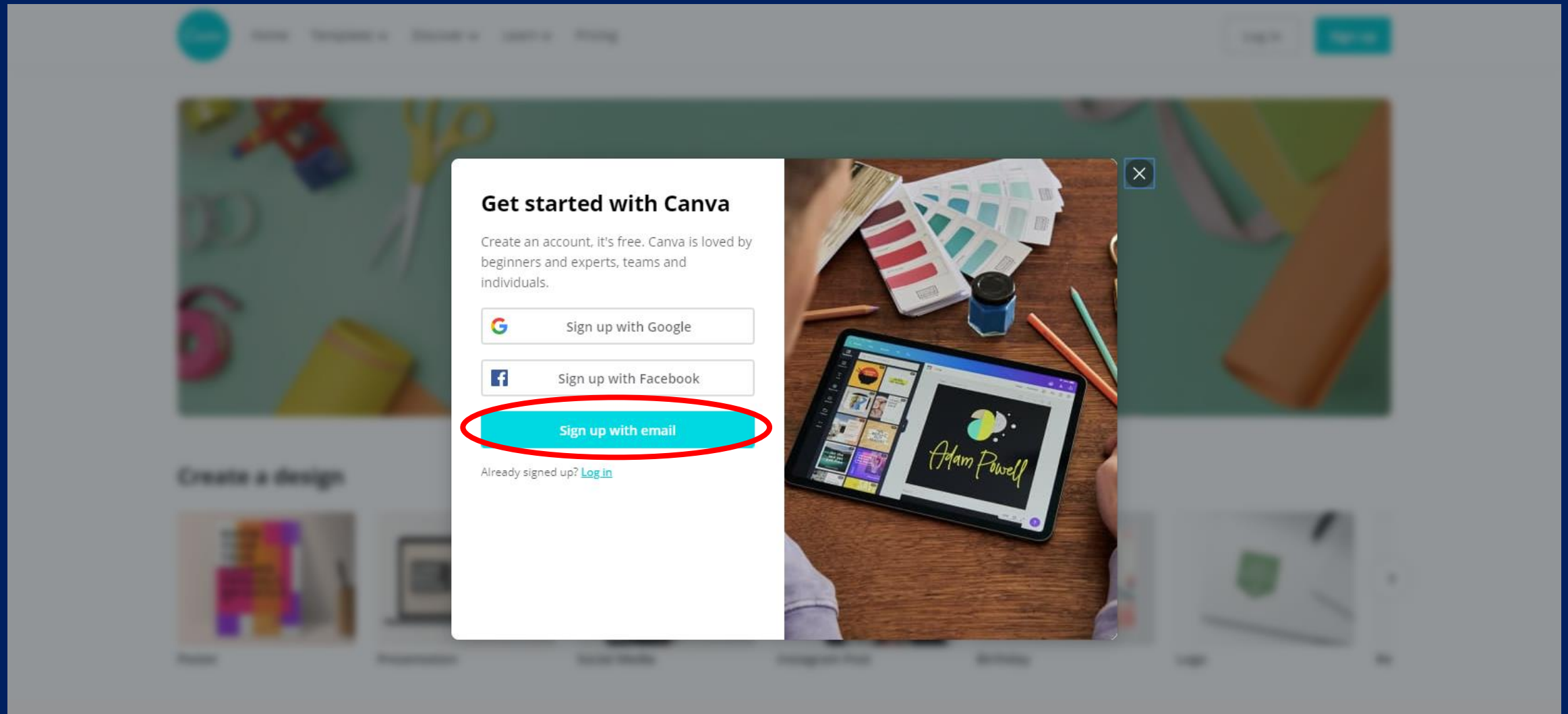
How to create a logo?

Sign Up for a new account



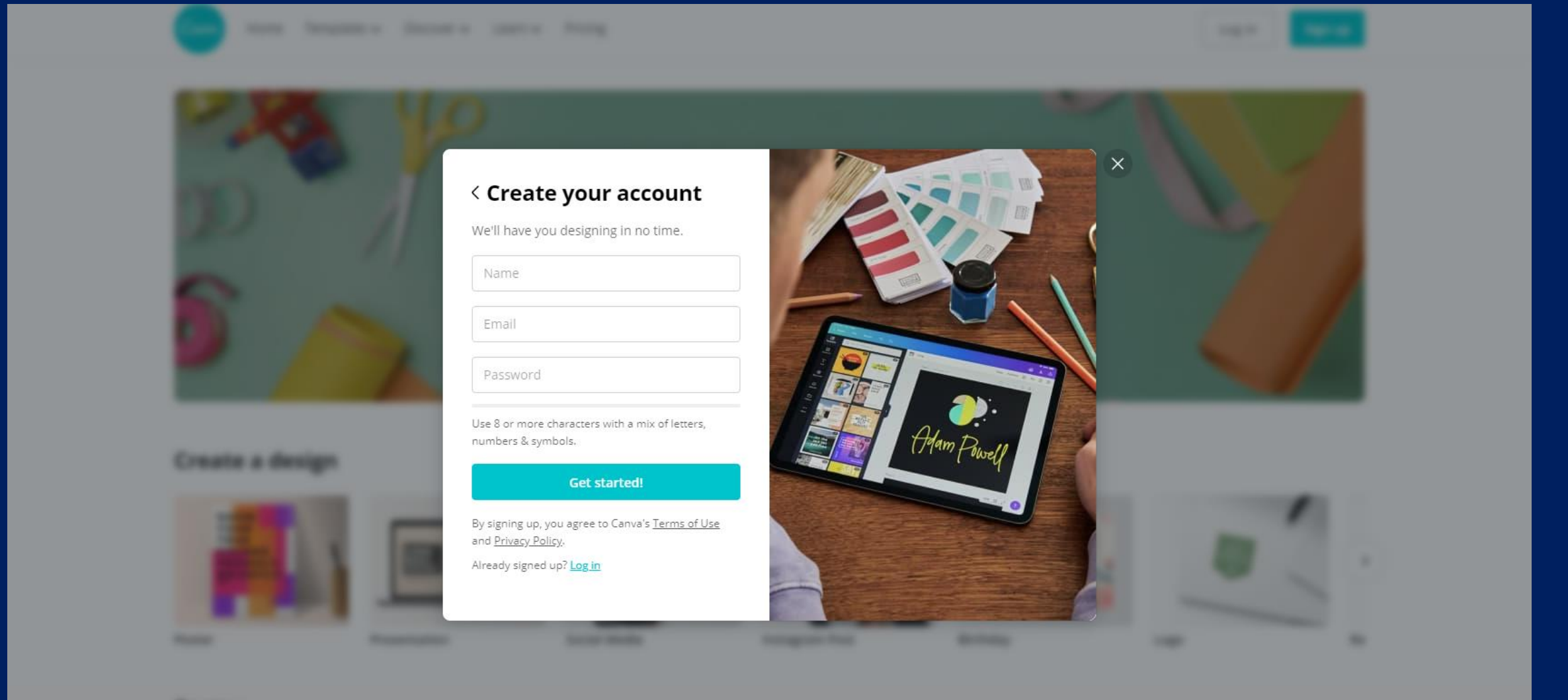
How to create a logo?

Sign Up for with your student email



How to create a logo?

Sign Up for with your student email



How to create a logo?

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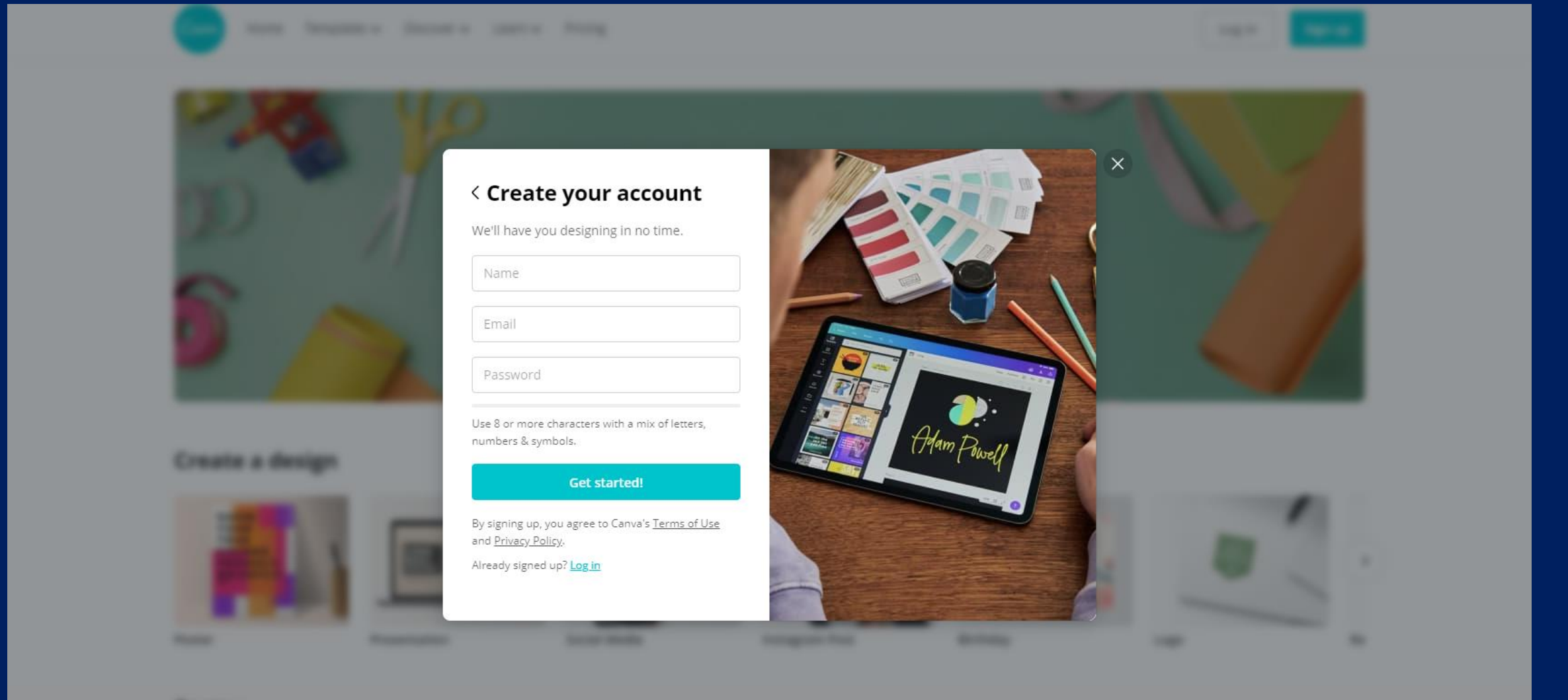
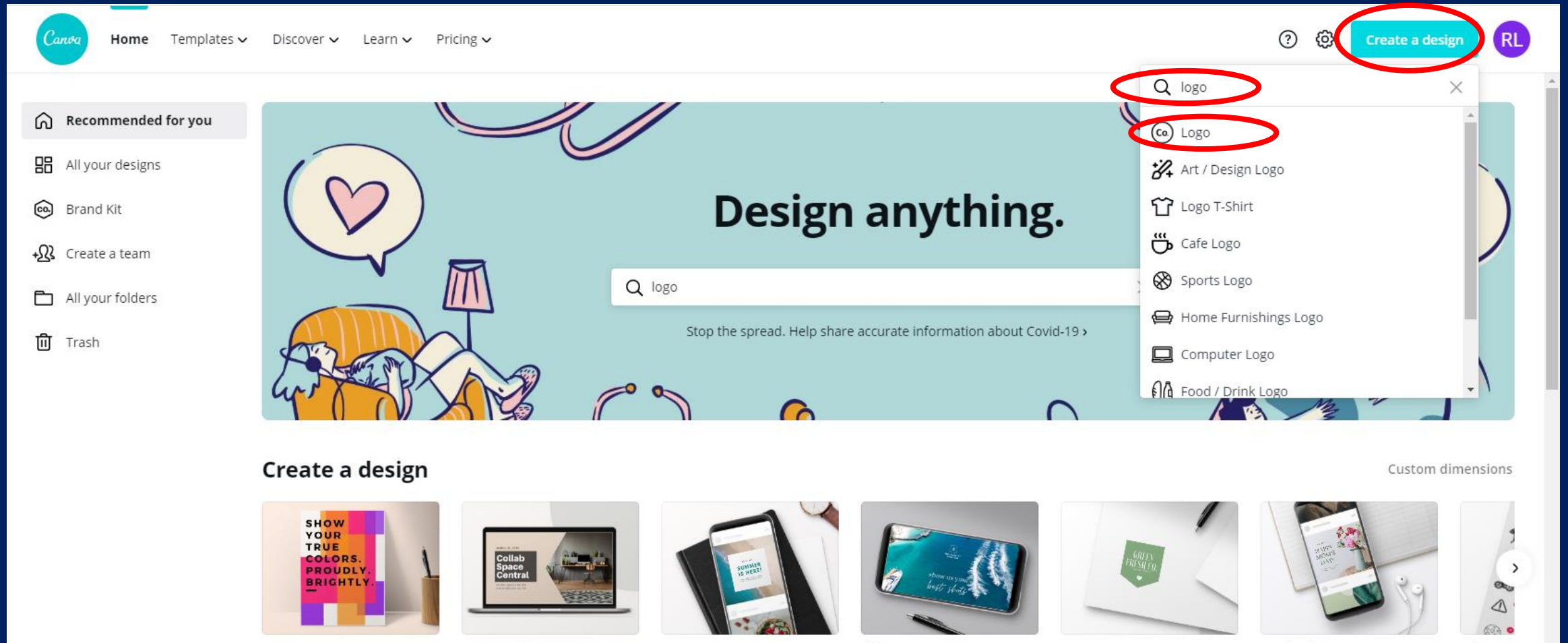


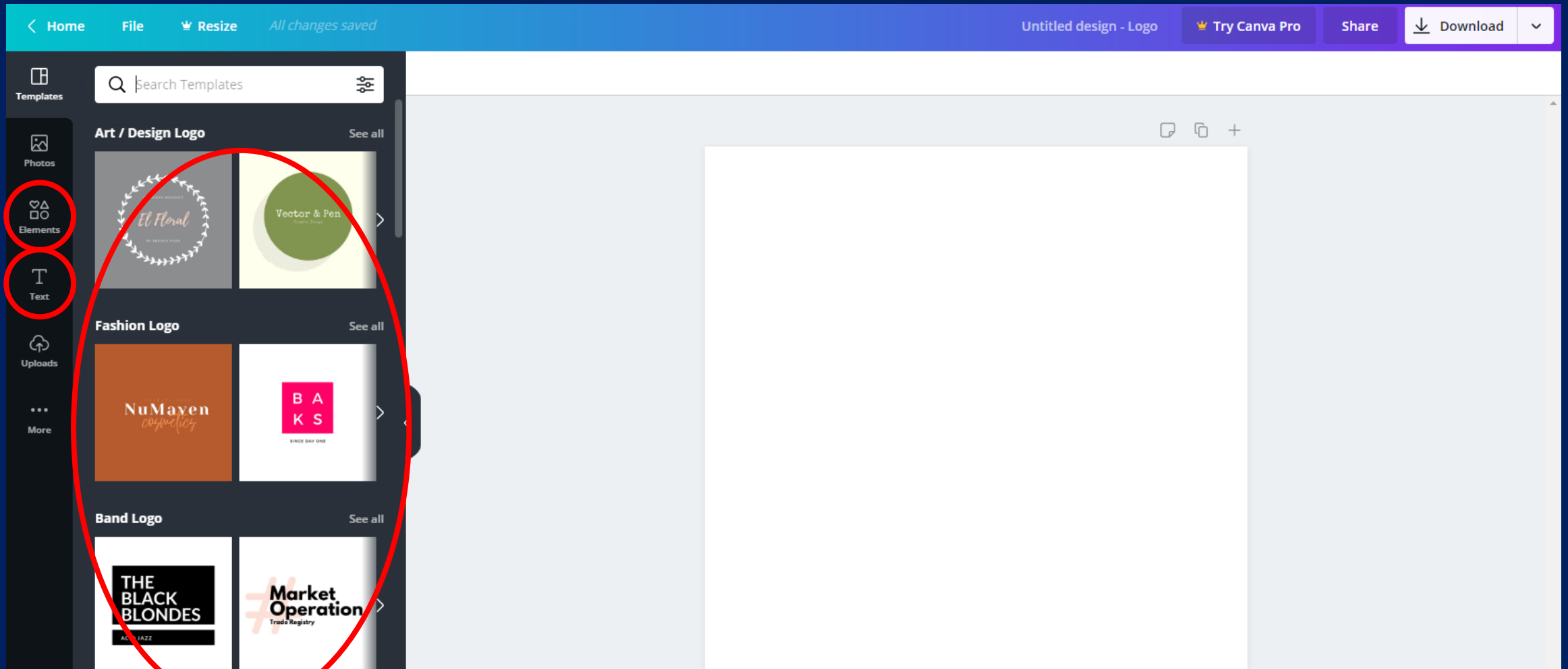
How to create a logo?

Once logged in, choose create a design, and type in “logo”
then select the first result



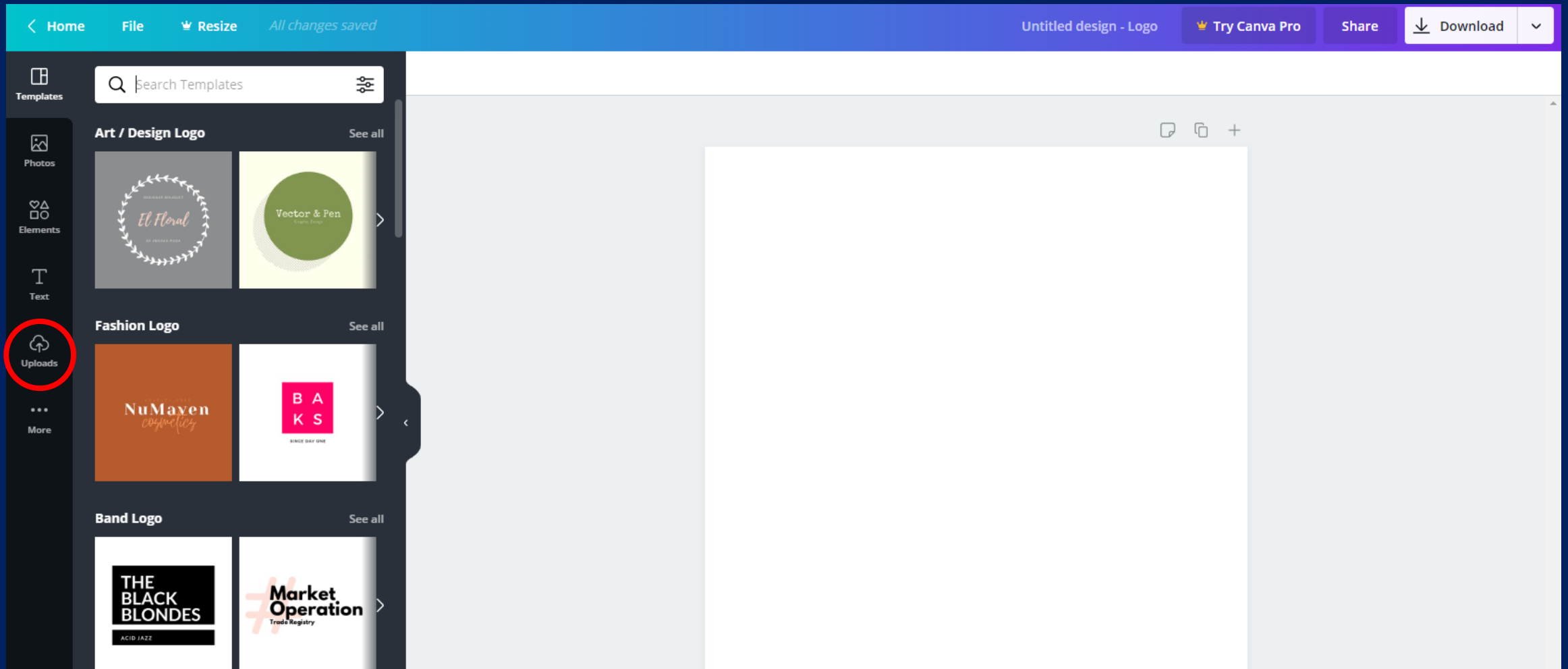
How to create a logo?

You can browse some of the logo templates and start with one of those or create your own using the elements or text on the left side.



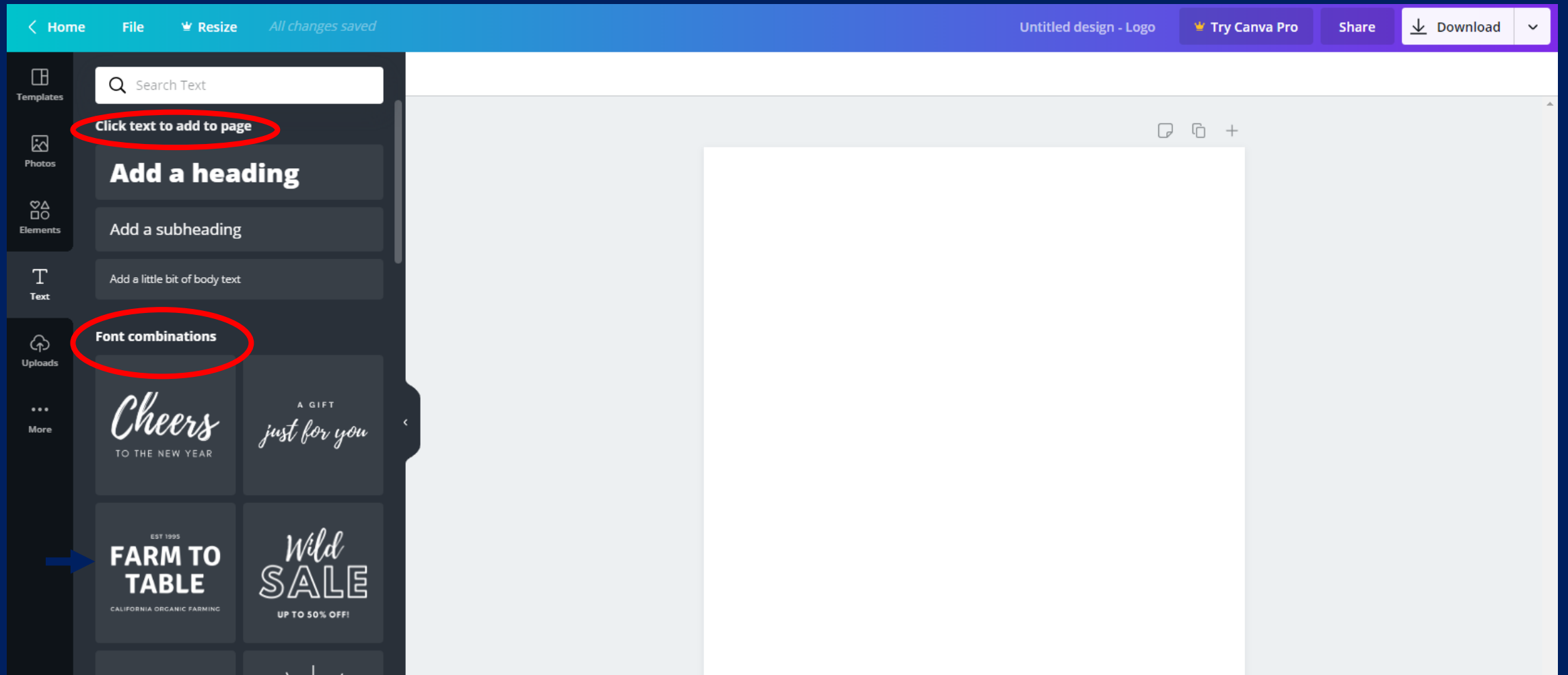
How to create a logo?

If you have an icon or image you'd like to use you can upload it as well



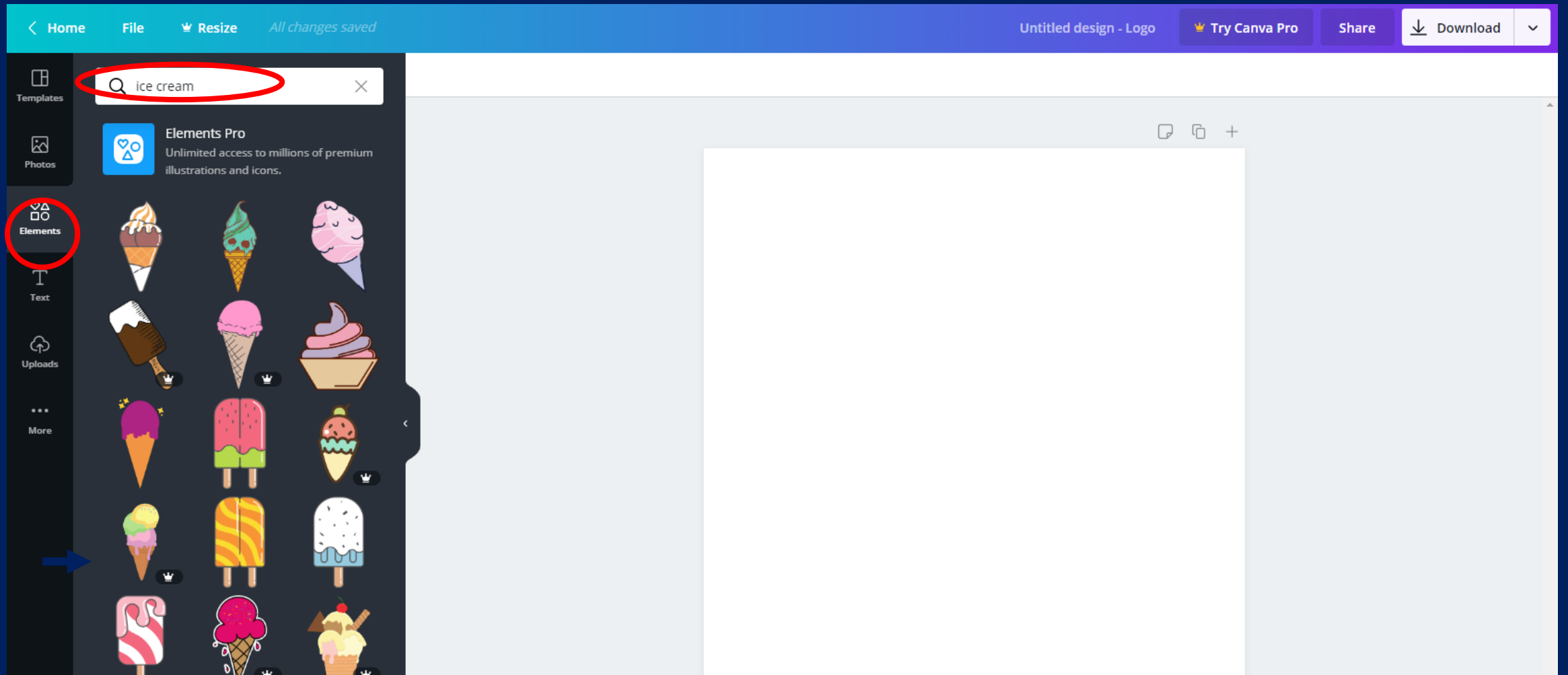
How to create a logo?

When choosing a text, you may use a single line text or a font combination text already provided.



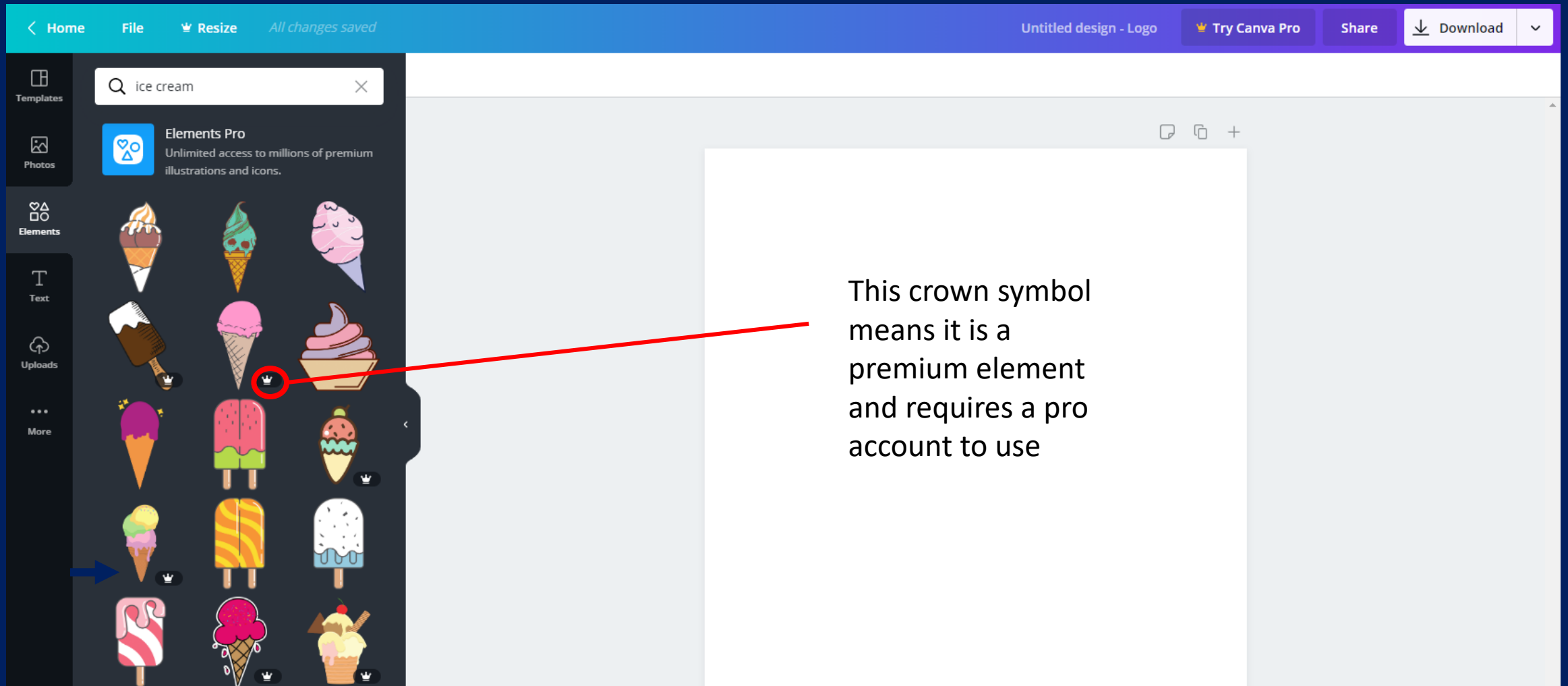
How to create a logo?

When choosing a elements, you may search for specific elements



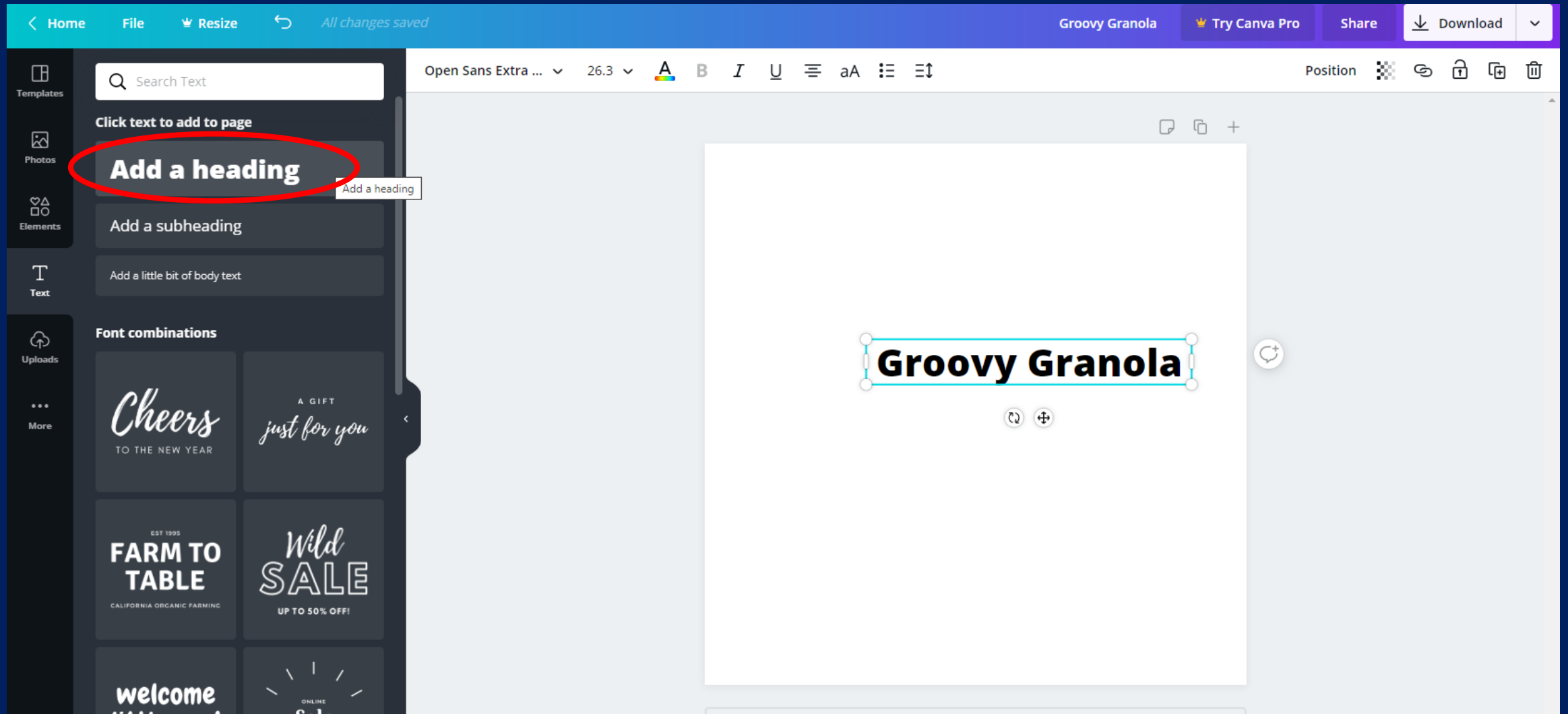
How to create a logo?

Some texts and elements are under the Canva Pro account, try to use the free text and elements, if you are feel you need a premium text or element, let Rob know



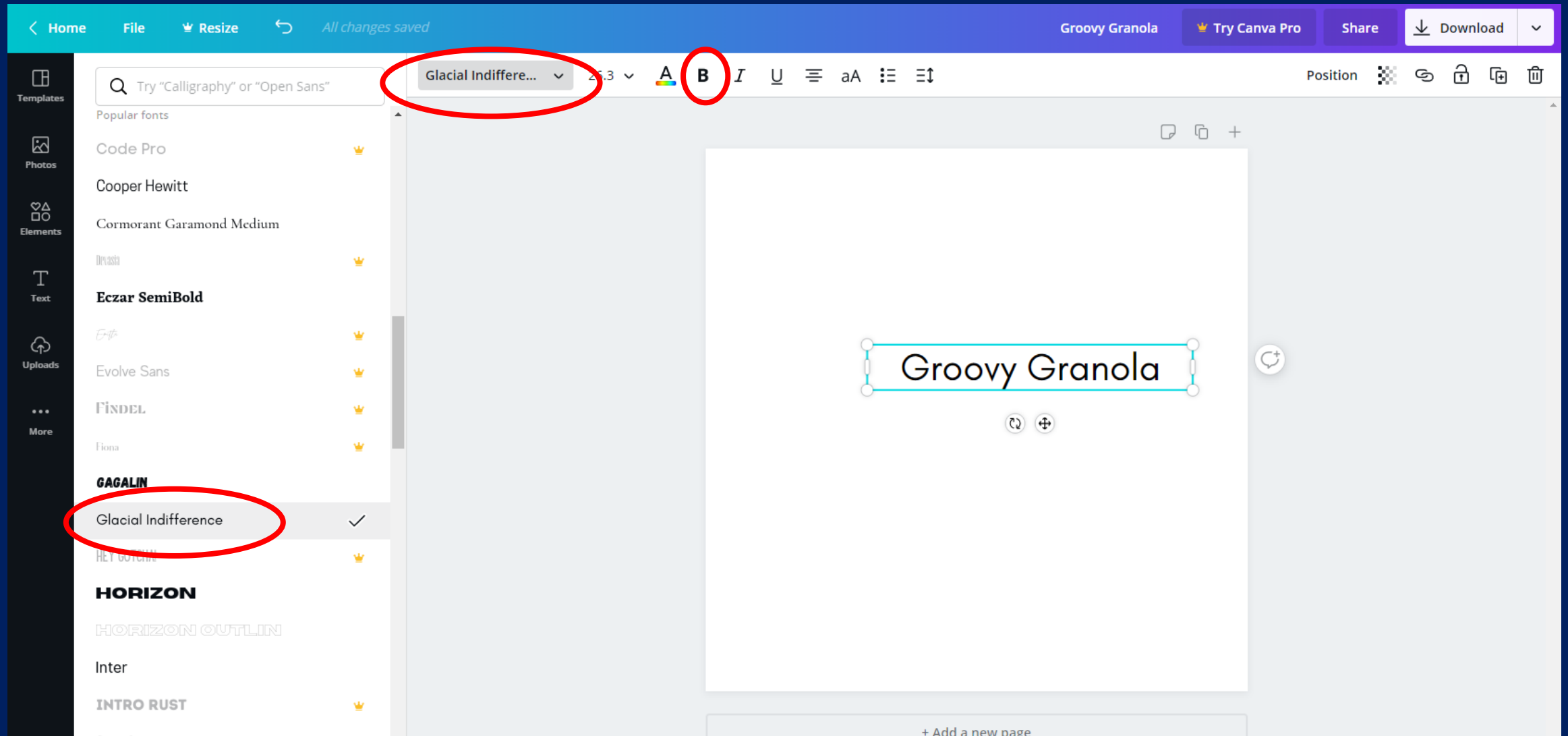
Example – Groovy Granola

I chose “Add a heading” and then typed the company name in the design box



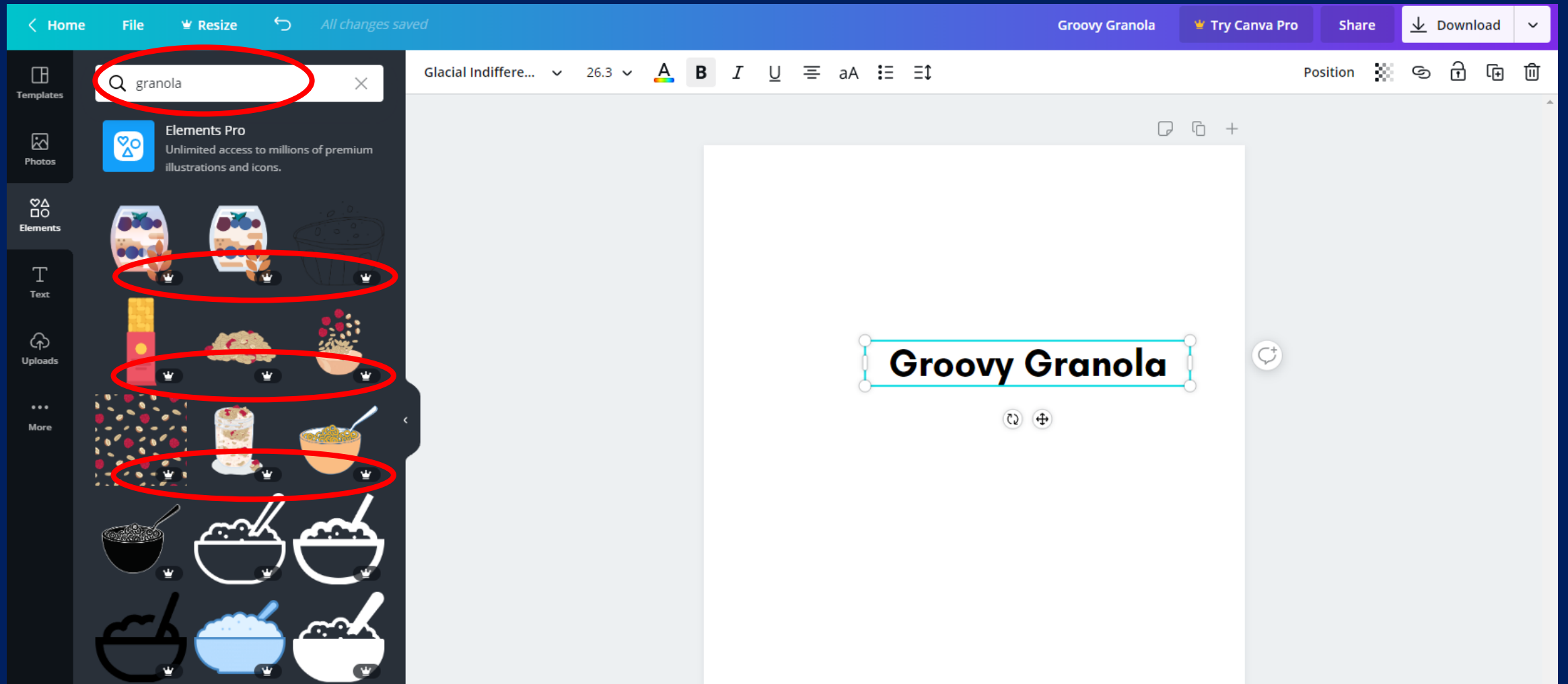
Example – Groovy Granola

I chose a different font



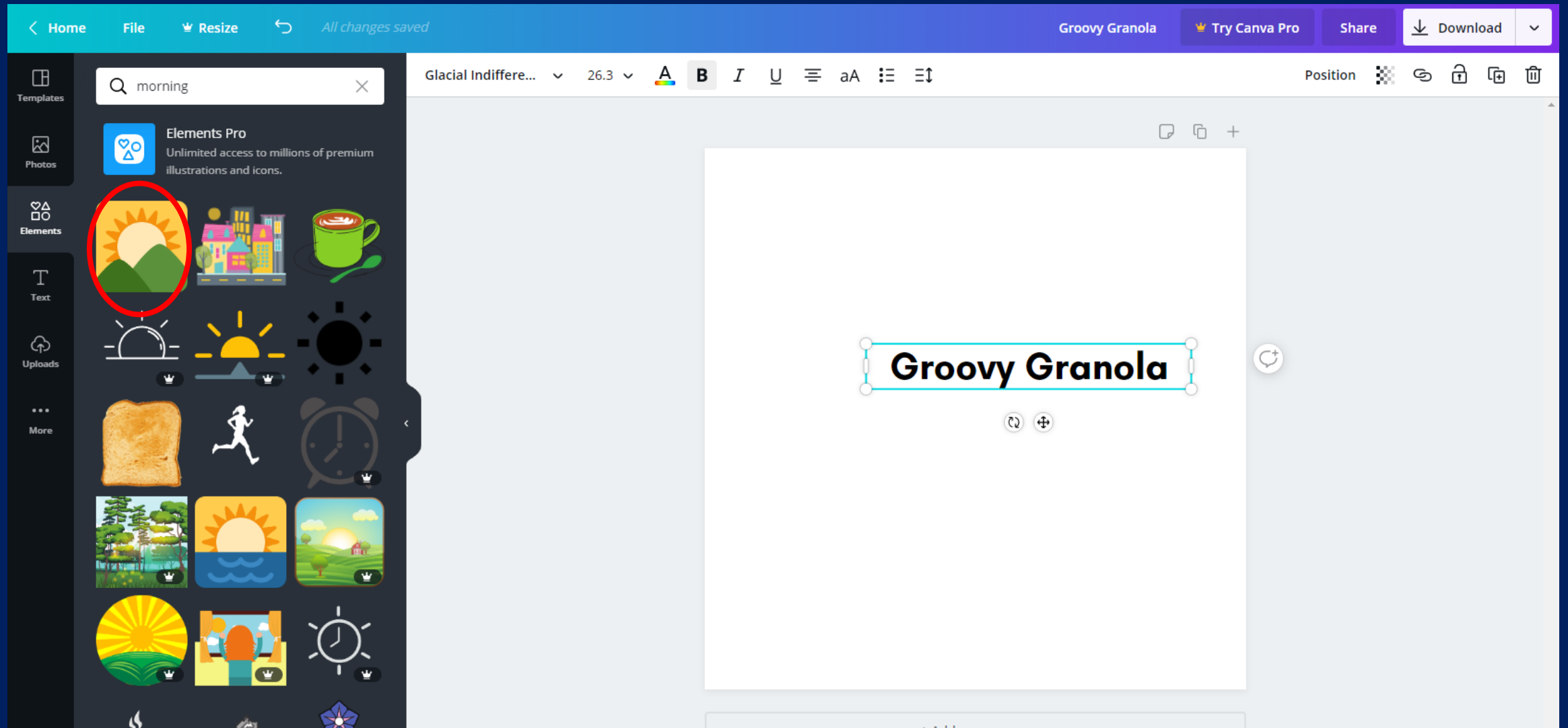
Example – Groovy Granola

I searched for a granola element, they were all premium, so I tried different search words!
Try many different search words related to your product!



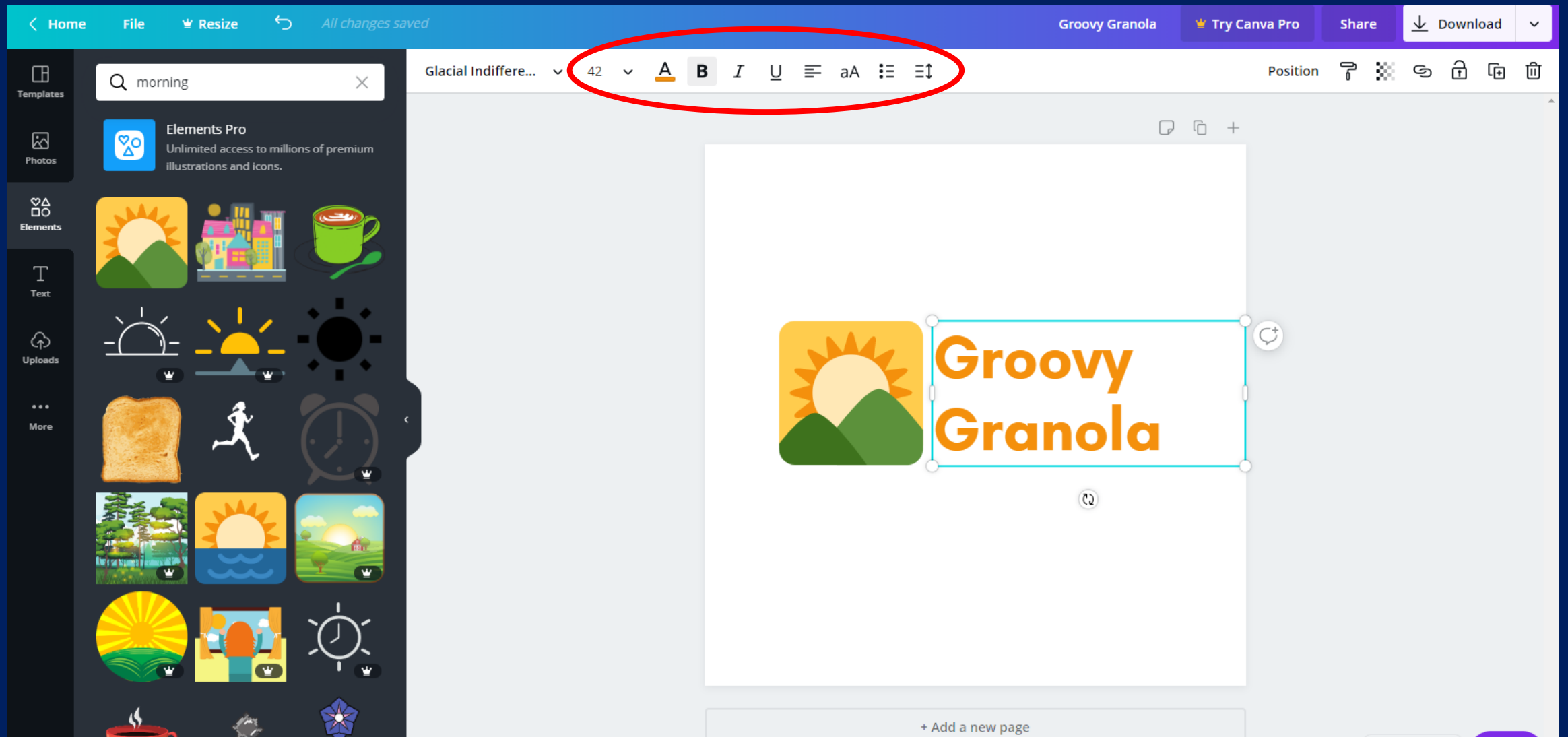
Example – Groovy Granola

I searched for a morning and found a cool element!



Example – Groovy Granola

I added the element, adjusted my text format and changed the color!



Example – Groovy Granola

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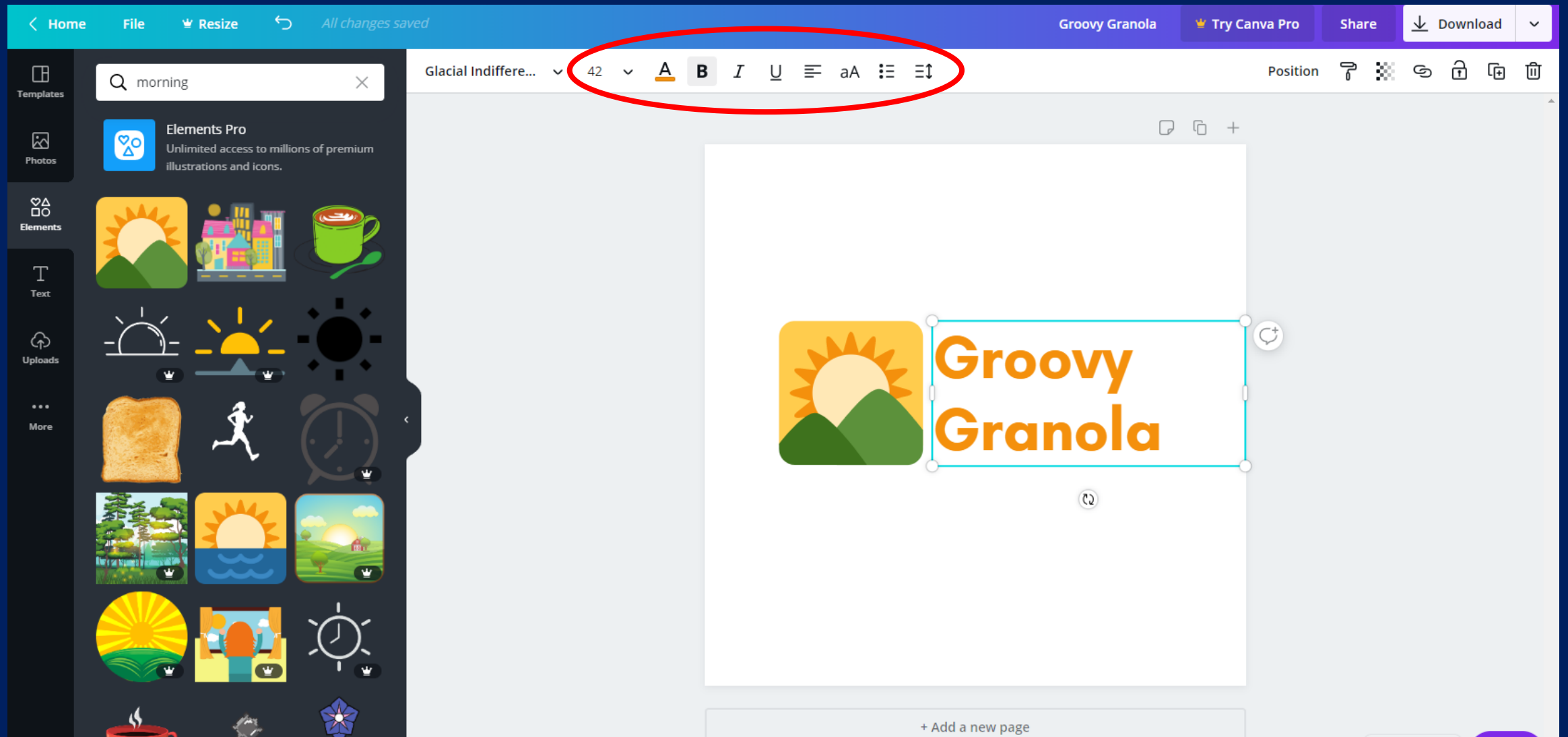
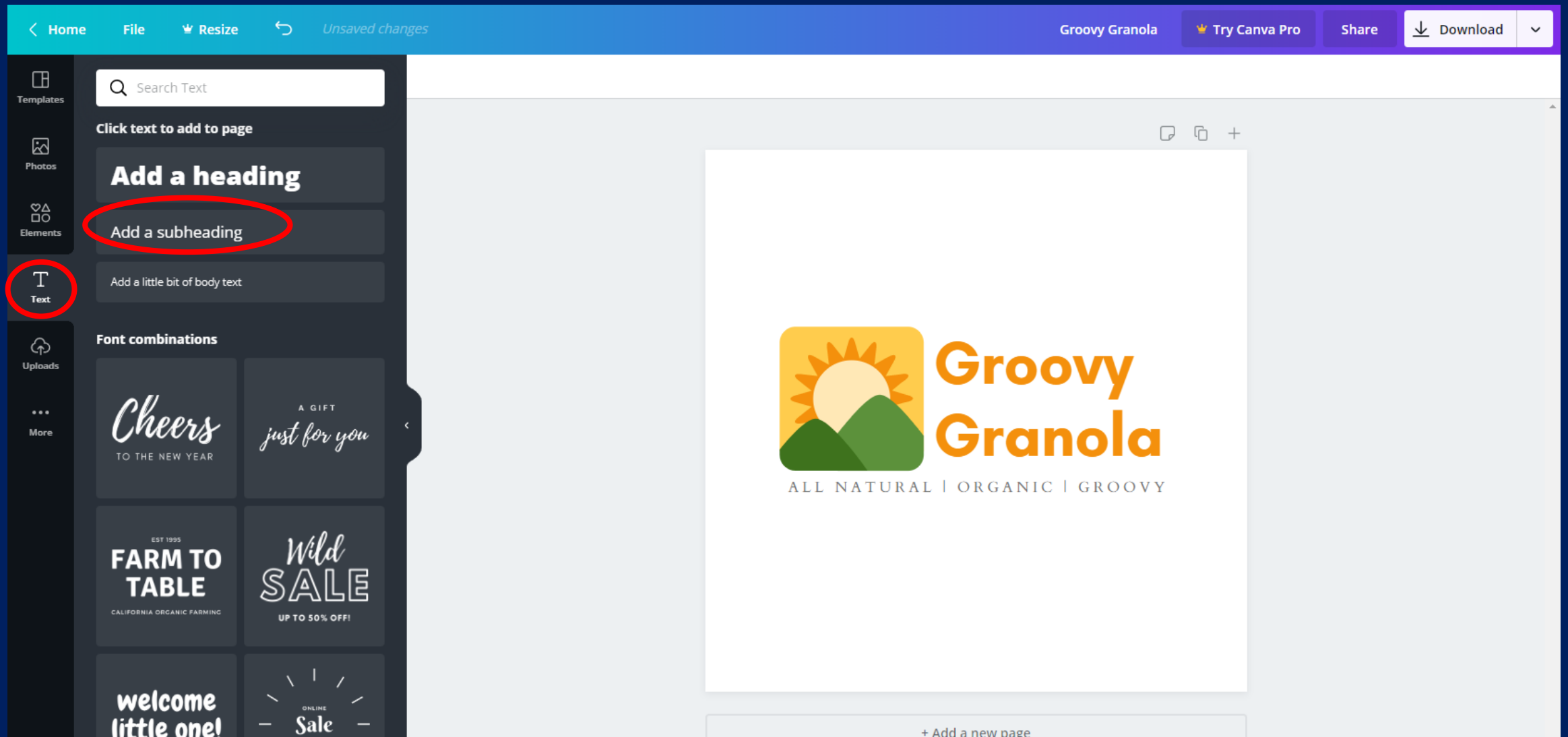


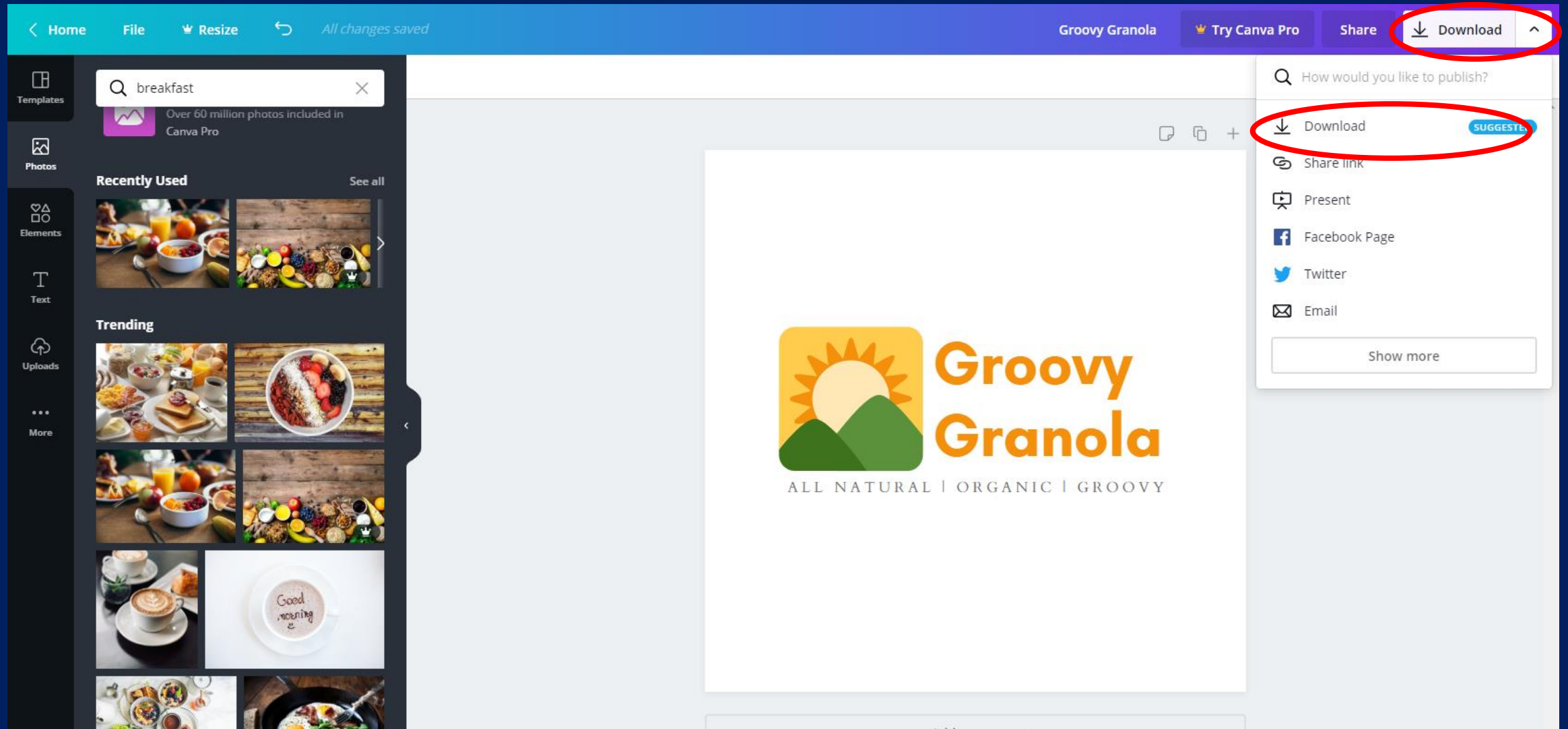
Example – Groovy Granola

I added the subheading and adjusted the text with a tag line!



Example – Groovy Granola

You're done! Download your file! Choose PNG as the file format



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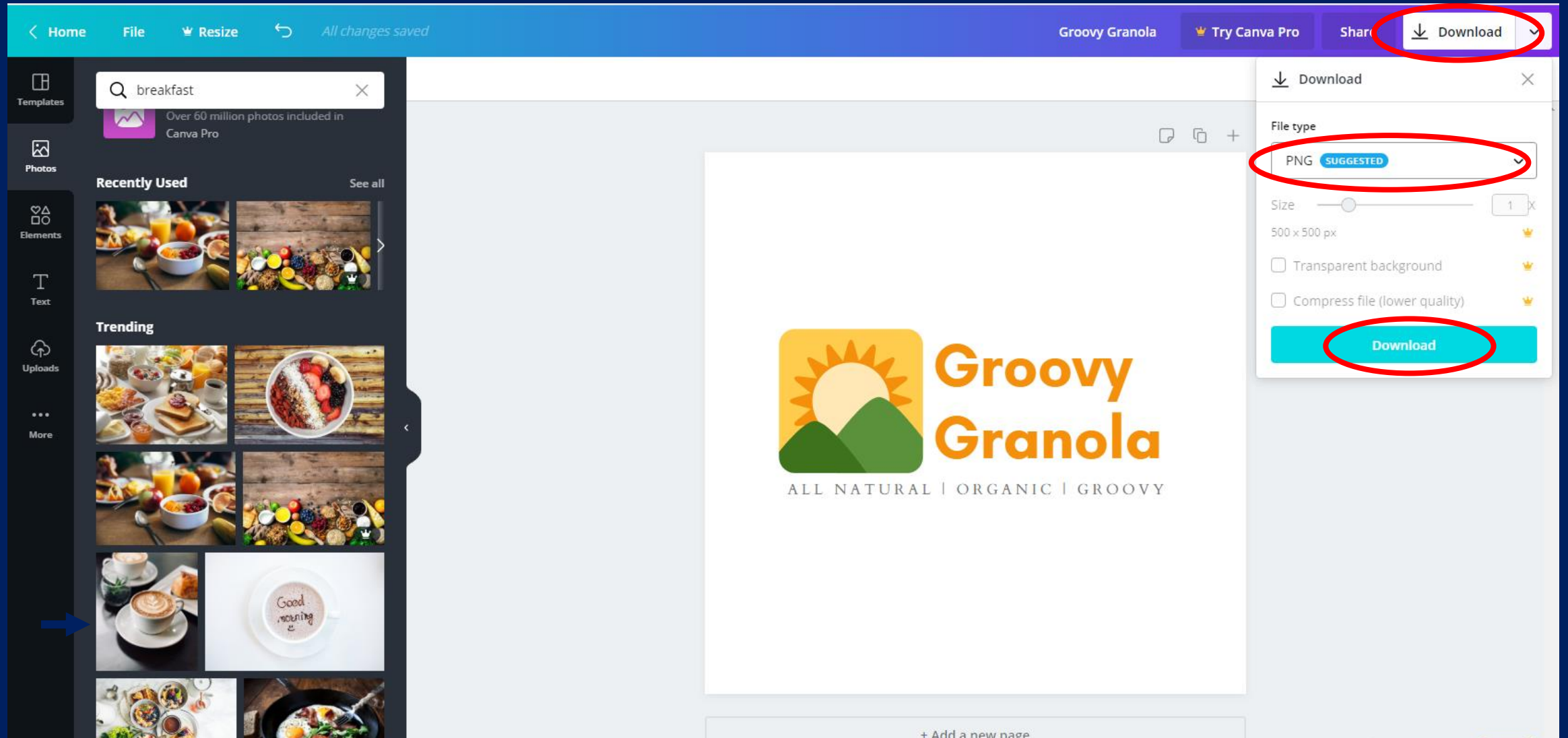

Example – Groovy Granola

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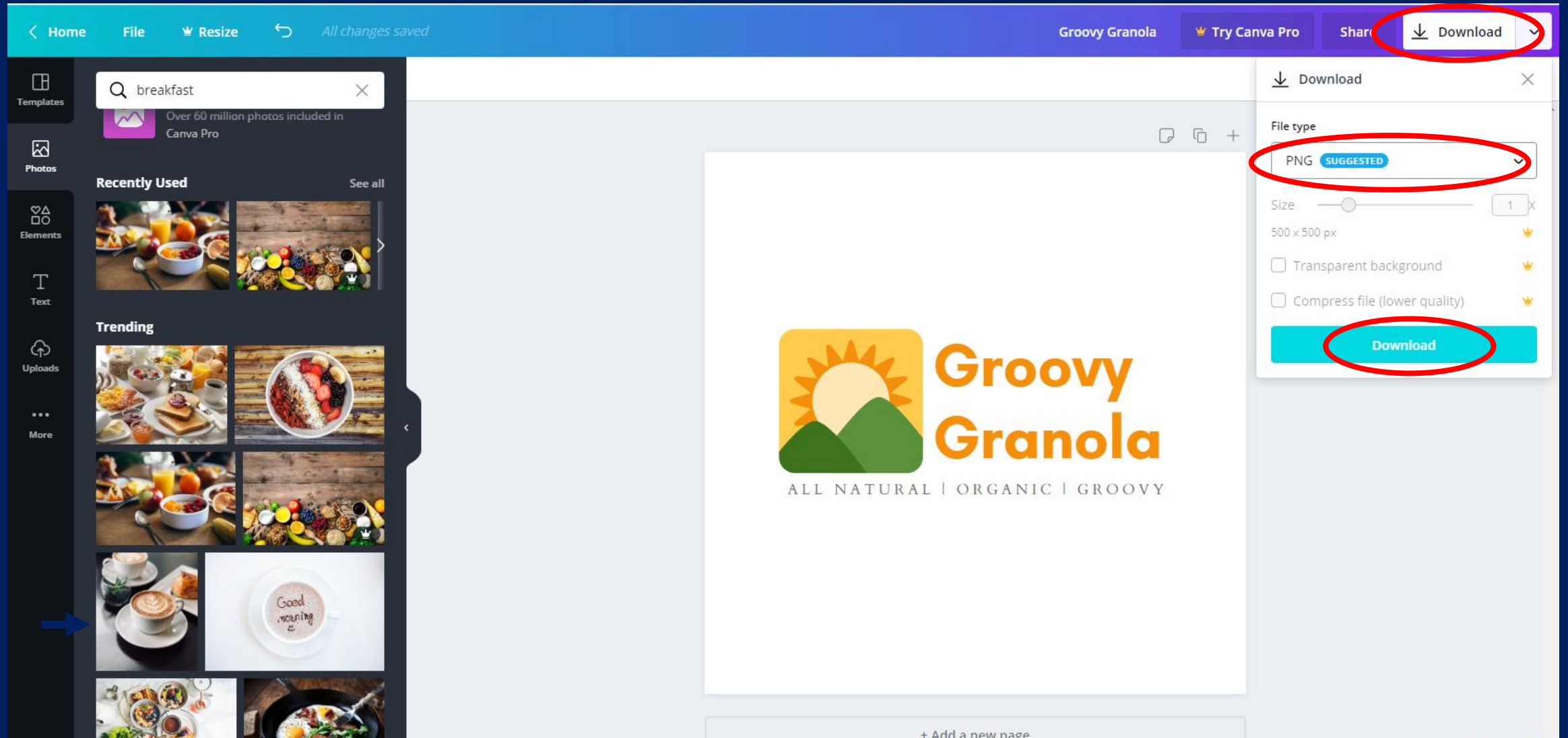

Example – Groovy Granola

This is a good example of keeping it simple.
There is nothing complex about the logo
It is a company name that is easy to remember
The colors coordinate well
The colors represent something that is organic

Good luck!

Let me know if you have any questions
or need any help!