



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 R>



Types of Logos

There are 7 different types of logos

Abstract mark



Mascot logo



Combination mark



Emblem logo



Lettermark



Pictorial mark



Wordmark

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

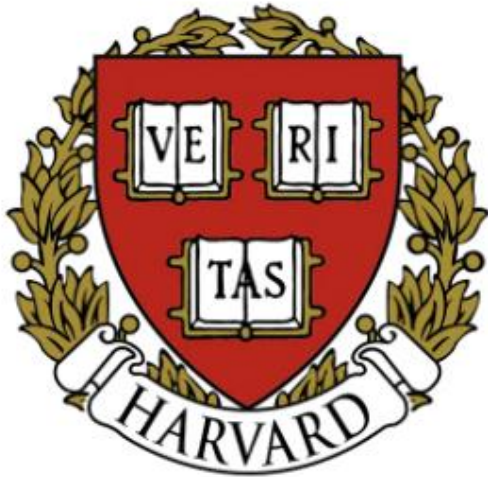
A combination mark is exactly as it sounds, it is a combination of different logo types. It can be a logo comprised of a wordmark or letter mark and a pictorial mark, abstract mark, or mascot.

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.

The HBO logo is displayed in a white box. It features the letters 'HBO' in a bold, black, sans-serif font. The letter 'O' is stylized with a white circle in the center, creating a target-like appearance.The IBM logo is displayed in a blue box. It consists of the letters 'IBM' in a white, sans-serif font. Each letter is composed of horizontal stripes, with the 'I' having three stripes, the 'B' having six, and the 'M' having four.The NASA logo is displayed in a white box. It features the word 'NASA' in a bold, red, sans-serif font. The letters are closely spaced and have a slightly slanted, dynamic feel.

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.

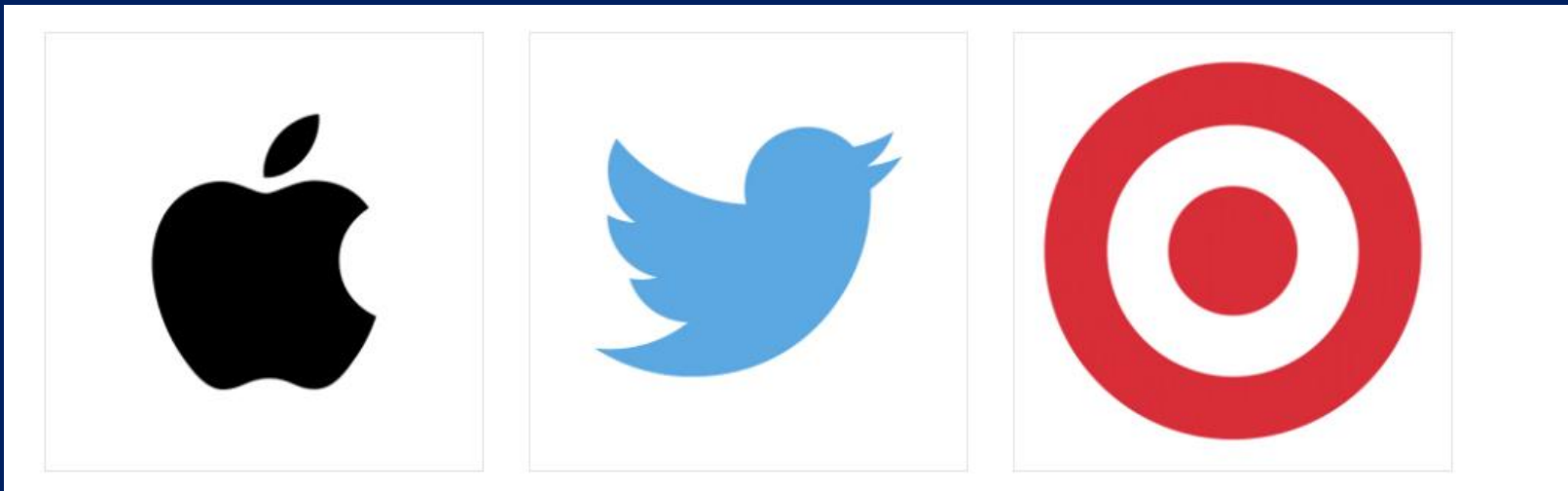
As with lettermark, font choice is VERY important!

The VISA logo is a wordmark consisting of the word "VISA" in a bold, blue, sans-serif font. The letter "V" is stylized with a yellow and blue gradient.The Coca-Cola logo is a wordmark featuring the words "Coca-Cola" in a white, cursive script font, set against a solid red rectangular background.The Google logo is a wordmark consisting of the word "Google" in a sans-serif font, with each letter in a different color: G (blue), o (red), o (yellow), g (blue), l (green), e (red).

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

Abstract mark



Mascot logo



Combination mark



Emblem logo



Lettermark



Pictorial mark



Wordmark

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?

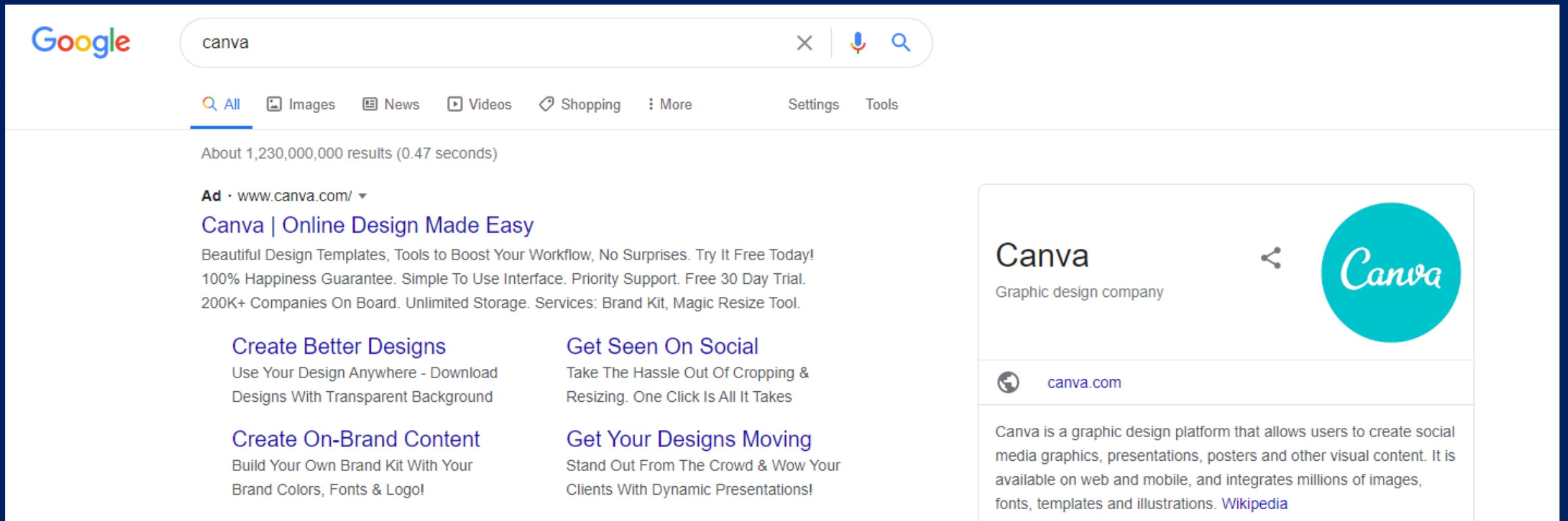
The next few pages will show you how to get started with Canva!



Empowering the world to design.

How to create a logo?

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



The image shows a Google search interface with the search term 'canva' entered in the search bar. The search results show approximately 1,230,000,000 results in 0.47 seconds. The top result is an advertisement for Canva, titled 'Canva | Online Design Made Easy'. The ad text describes Canva as a platform for creating designs with templates, tools, and a 30-day free trial. Below the ad are four promotional cards: 'Create Better Designs', 'Get Seen On Social', 'Create On-Brand Content', and 'Get Your Designs Moving'. To the right of the search results is a knowledge panel for Canva, featuring the company name, logo, website URL (canva.com), and a brief description of the company as a graphic design platform.

Google

canva

All Images News Videos Shopping More Settings Tools

About 1,230,000,000 results (0.47 seconds)

Ad · www.canva.com/

Canva | Online Design Made Easy

Beautiful Design Templates, Tools to Boost Your Workflow, No Surprises. Try It Free Today!
100% Happiness Guarantee. Simple To Use Interface. Priority Support. Free 30 Day Trial.
200K+ Companies On Board. Unlimited Storage. Services: Brand Kit, Magic Resize Tool.

Create Better Designs
Use Your Design Anywhere - Download Designs With Transparent Background

Get Seen On Social
Take The Hassle Out Of Cropping & Resizing. One Click Is All It Takes

Create On-Brand Content
Build Your Own Brand Kit With Your Brand Colors, Fonts & Logo!

Get Your Designs Moving
Stand Out From The Crowd & Wow Your Clients With Dynamic Presentations!

Canva
Graphic design company

[canva.com](https://www.canva.com)

Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations. [Wikipedia](#)

How to create a logo?

Sign Up for a new account

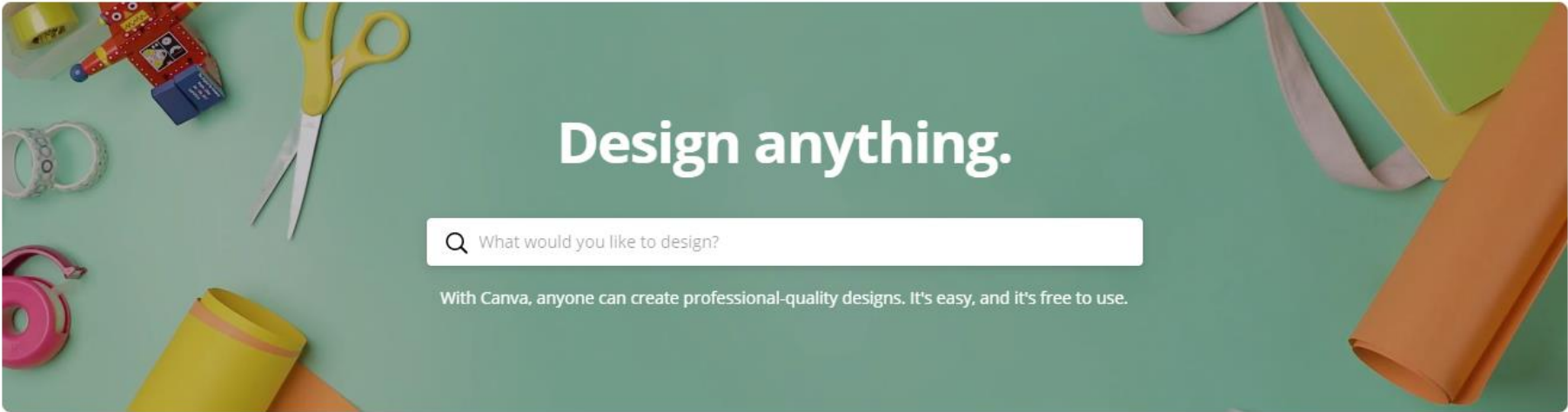
The screenshot shows the top navigation bar of the Canva website. On the left is the Canva logo. To its right are links for Home, Templates, Discover, Learn, and Pricing. On the far right of the navigation bar are two buttons: 'Log in' and 'Sign up'. The 'Sign up' button is highlighted with a red circle. Below the navigation bar is a large hero section with a green background and various design tools like scissors and paper. The text 'Design anything.' is centered, with a search bar below it containing the placeholder text 'What would you like to design?'. Below the search bar is the text 'With Canva, anyone can create professional-quality designs. It's easy, and it's free to use.' At the bottom of the hero section is a 'Create a design' section with a horizontal scroll of design categories: Poster, Presentation, Social Media, Instagram Post, Birthday, Logo, and Reels. Each category has a representative image and a label below it.



Home Templates Discover Learn Pricing

Log in

Sign up



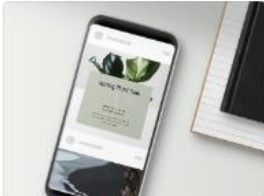
Create a design



Poster



Presentation



Social Media



Instagram Post



Birthday



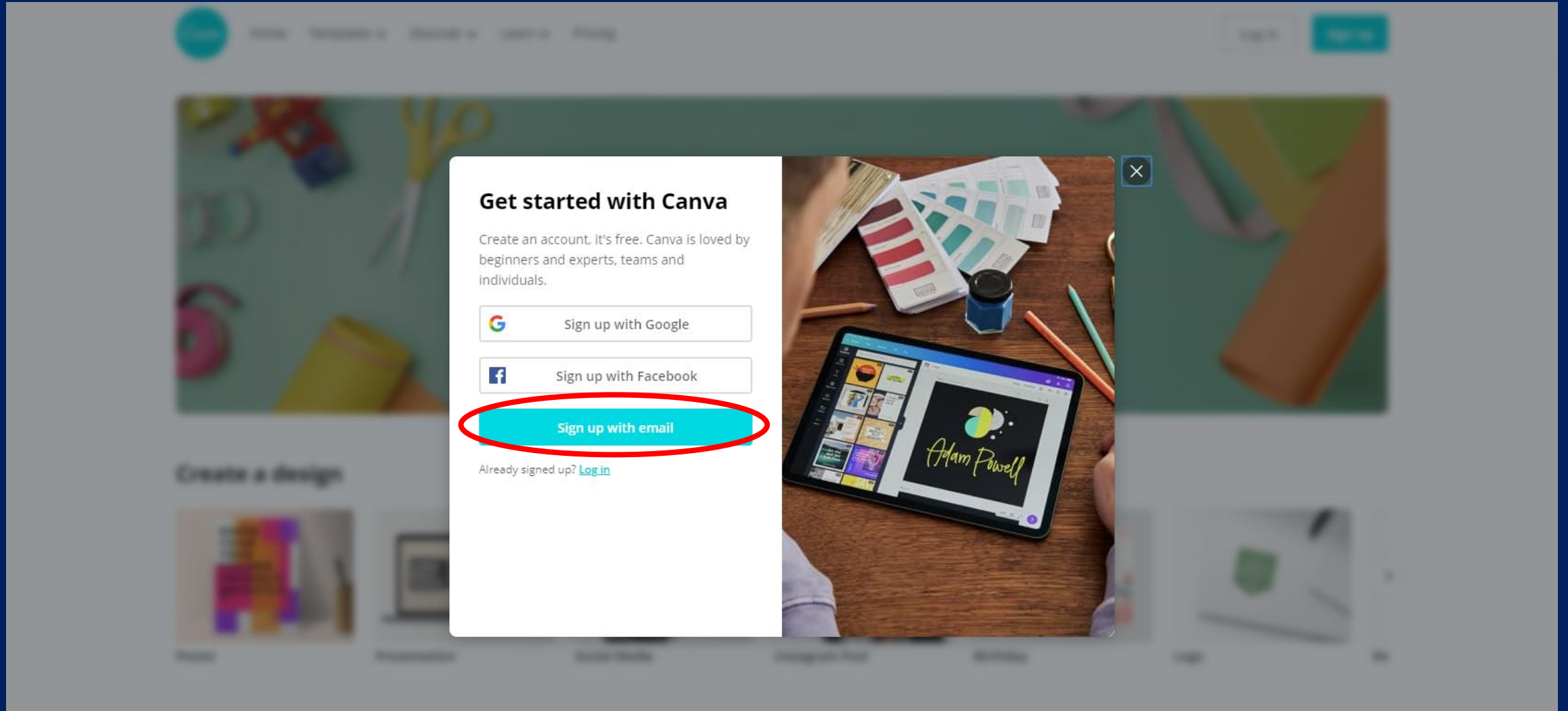
Logo



Re

How to create a logo?

Sign Up for with your student email



How to create a logo?

Sign Up for with your student email

< Create your account

We'll have you designing in no time.

Use 8 or more characters with a mix of letters, numbers & symbols.

Get started!

By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#).

Already signed up? [Log in](#)



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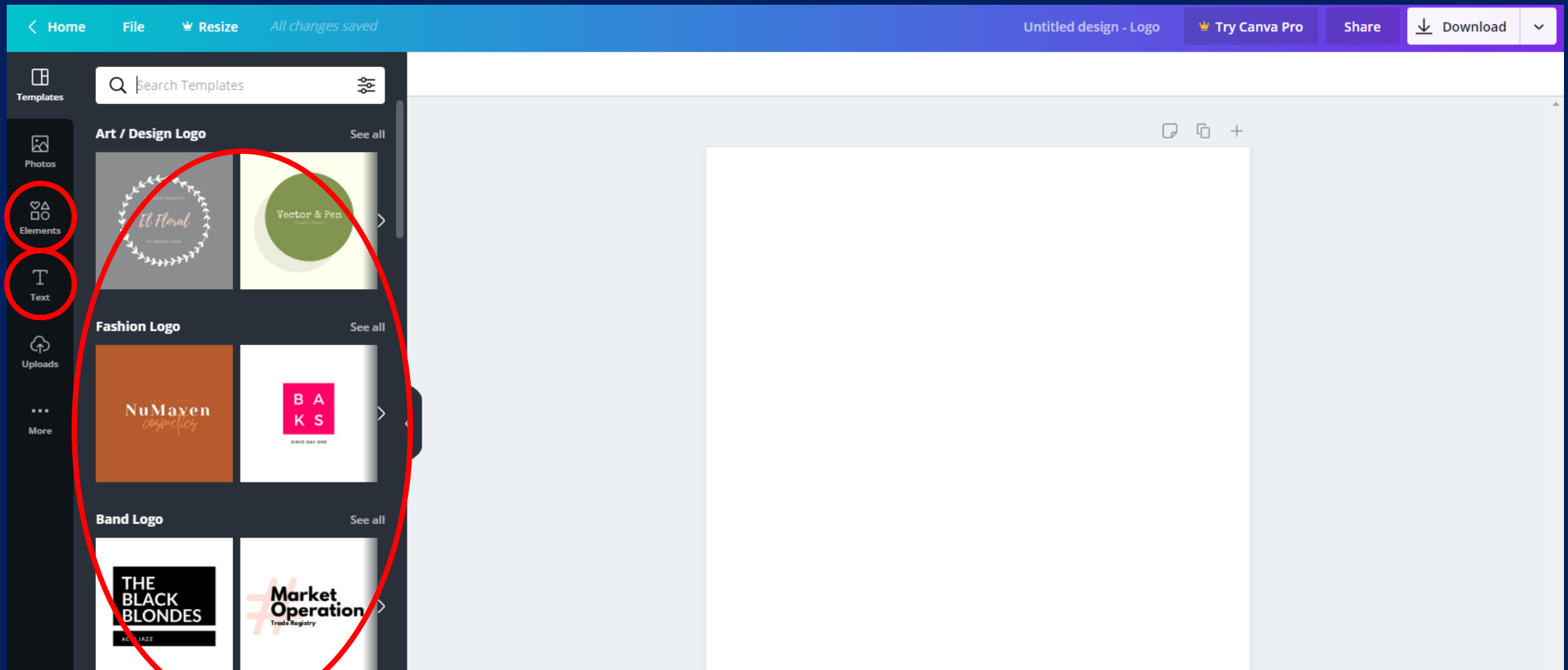
How to create a logo?

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

The screenshot displays the Canva website's main interface. At the top, the navigation bar includes the Canva logo, 'Home', 'Templates', 'Discover', 'Learn', and 'Pricing'. On the right side of the navigation bar, there are icons for help, settings, and a 'Create a design' button, which is circled in red. Below the navigation bar, a sidebar on the left lists 'Recommended for you', 'All your designs', 'Brand Kit', 'Create a team', 'All your folders', and 'Trash'. The main content area features a large banner with the text 'Design anything.' and a search bar containing the word 'logo'. A dropdown menu is open from the search bar, showing a list of design categories: 'Logo', 'Art / Design Logo', 'Logo T-Shirt', 'Cafe Logo', 'Sports Logo', 'Home Furnishings Logo', 'Computer Logo', and 'Food / Drink Logo'. The 'Logo' option is circled in red. Below the banner, there is a section titled 'Create a design' with a grid of various design templates, including social media posts, business cards, and mobile app screens. The text 'Custom dimensions' is visible on the right side of this section.

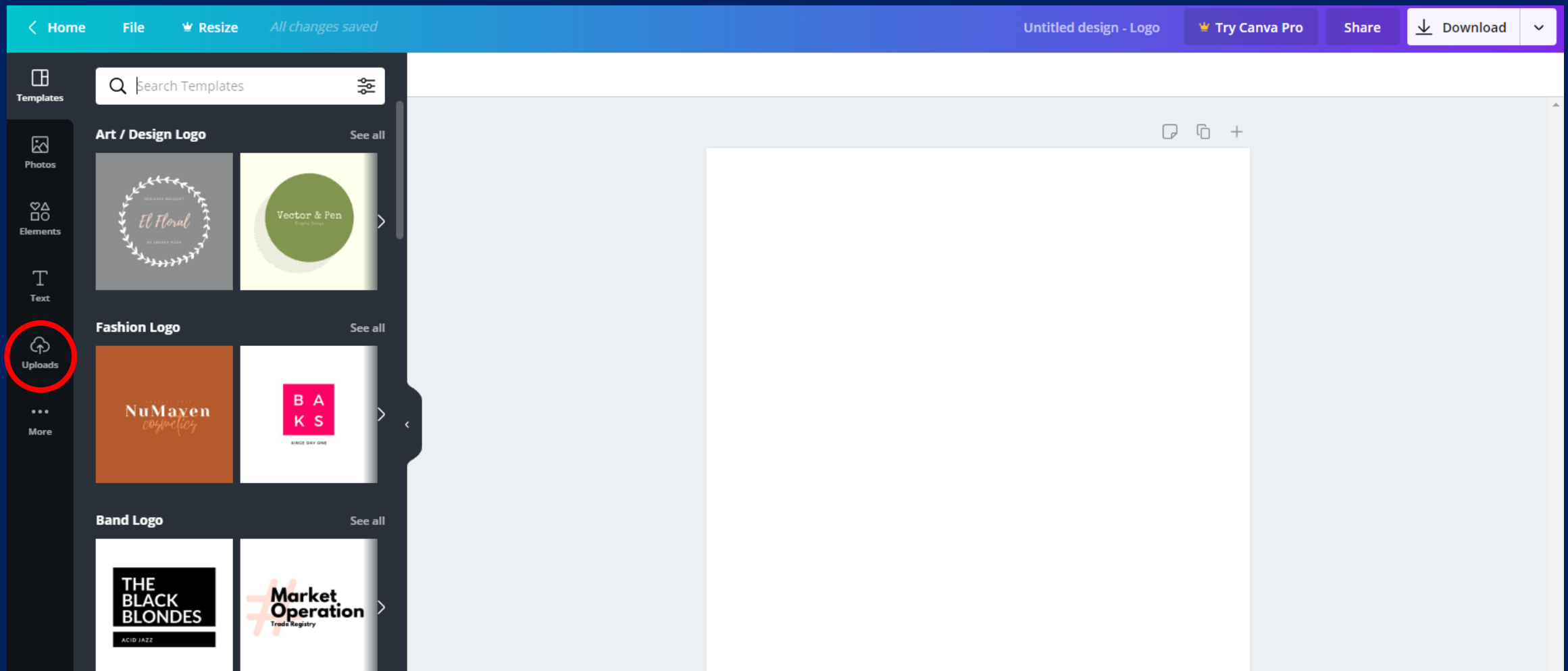
How to create a logo?

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.



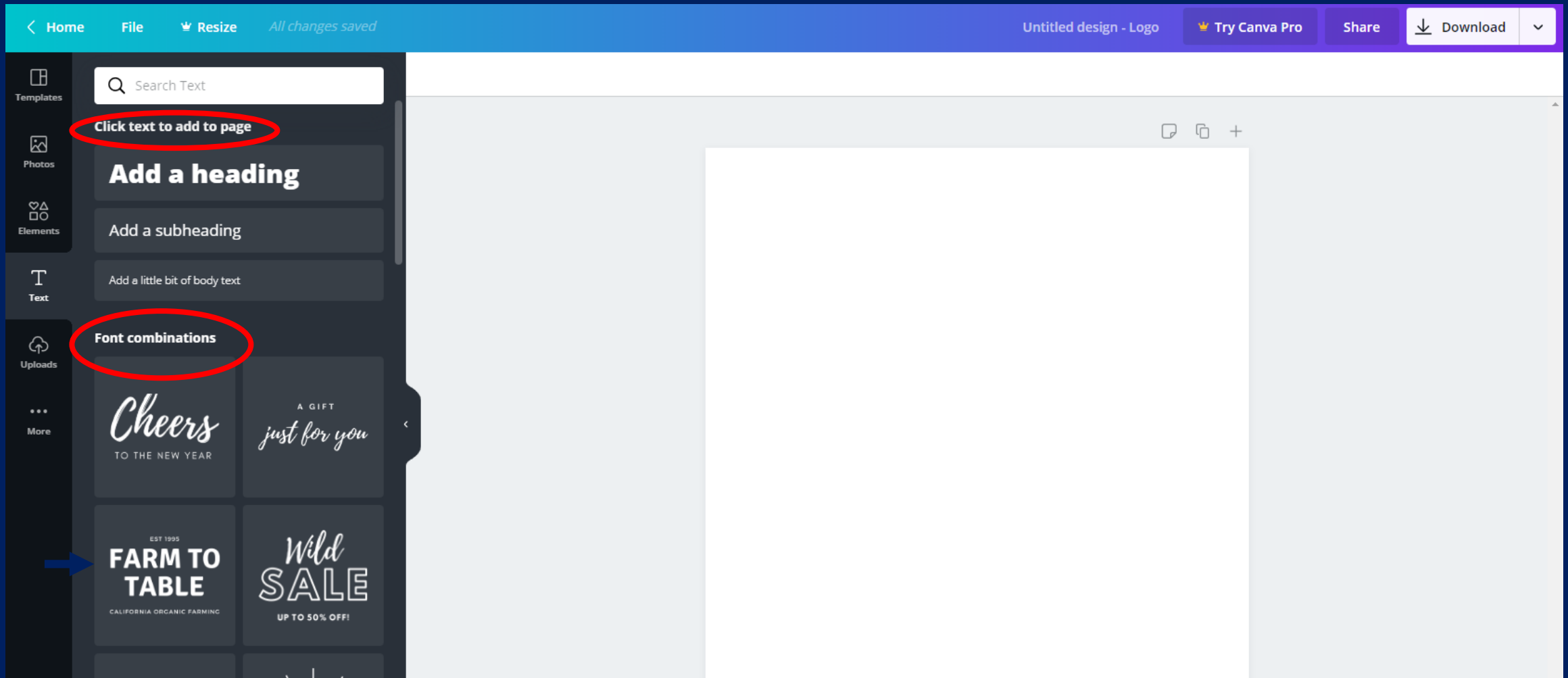
How to create a logo?

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



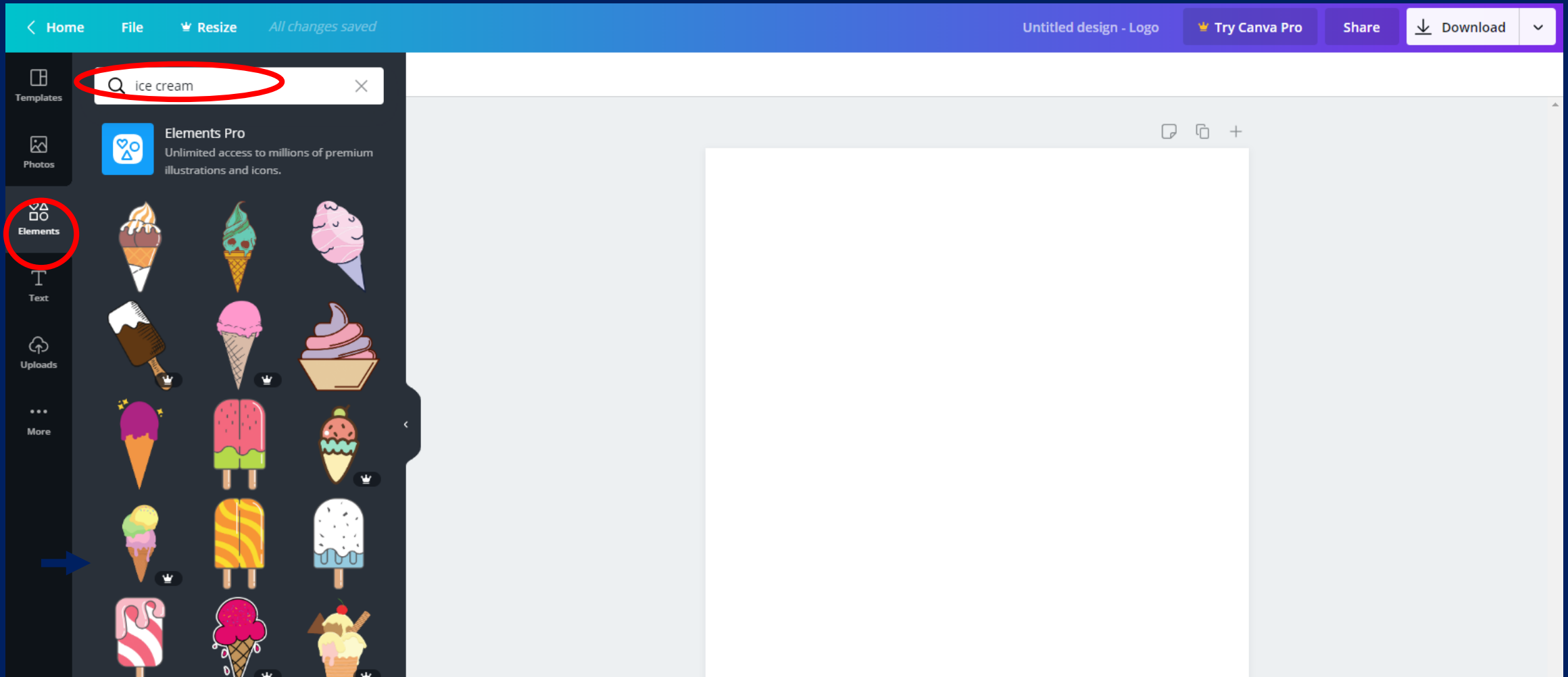
How to create a logo?

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



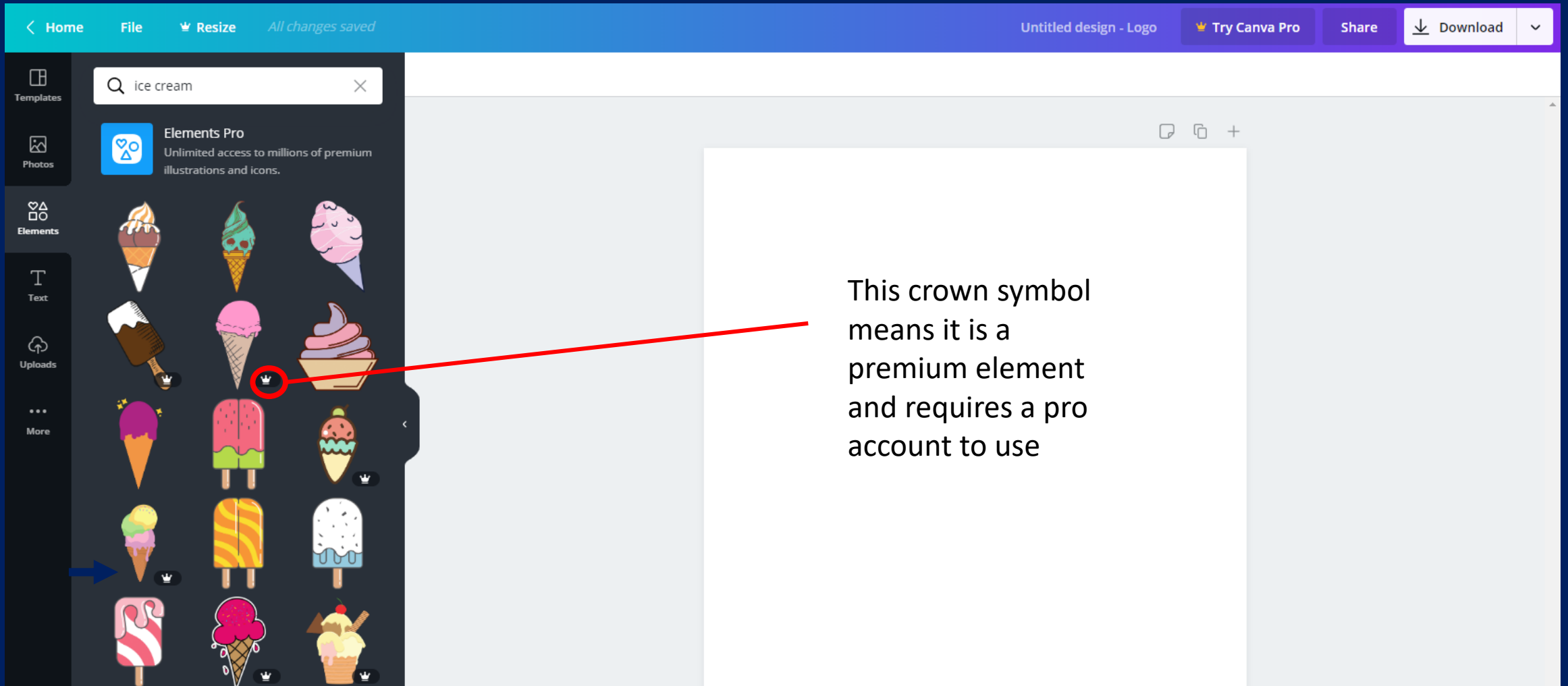
How to create a logo?

When choosing a elements, you may search for specific elements



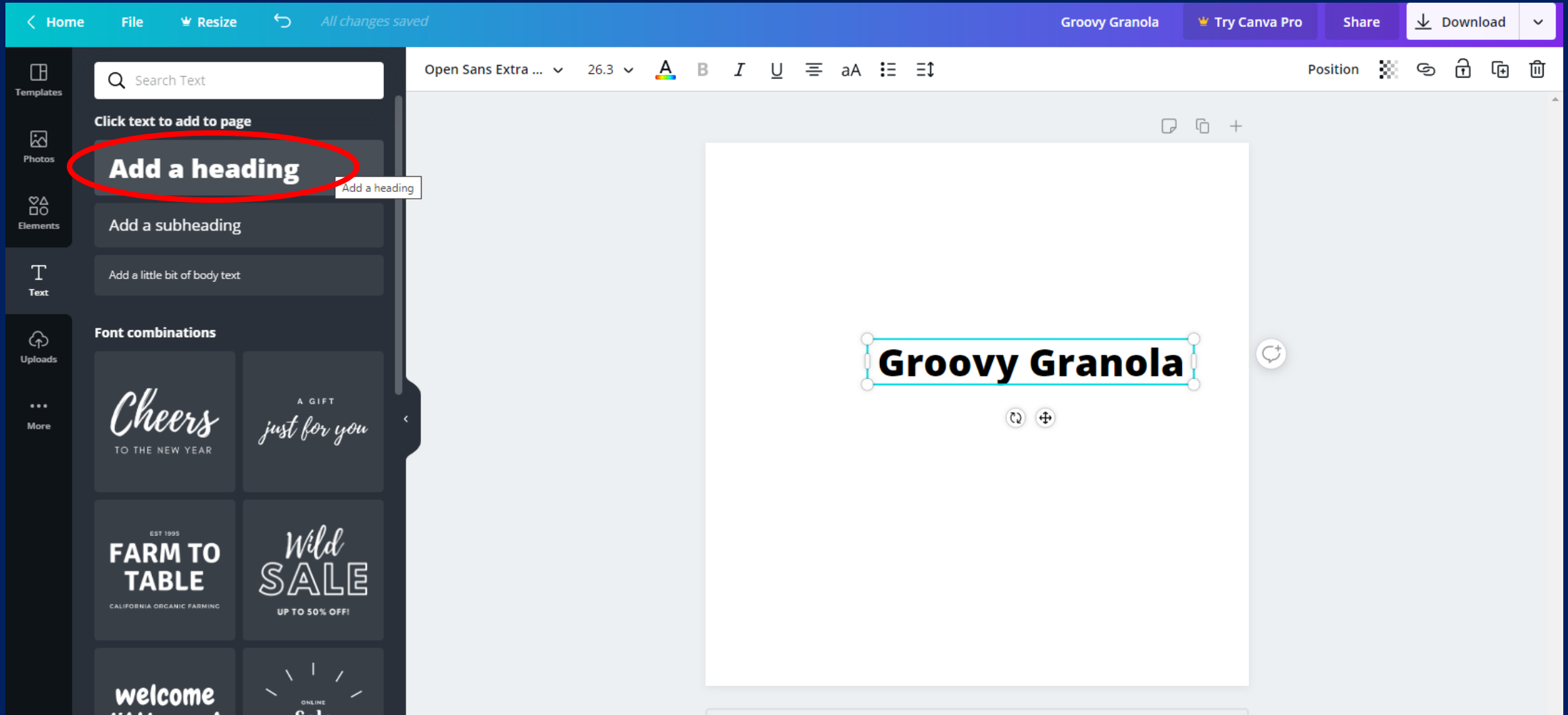
How to create a logo?

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

The screenshot displays the Canva editor interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'All changes saved'. The main workspace shows a text box containing the words 'Groovy Granola'. The font selection dropdown menu is open, showing a list of fonts. The font 'Glacial Indifference' is selected and highlighted with a red circle. The font name 'Glacial Indifference...' is also visible in the dropdown menu at the top, which is also circled in red. The text 'Groovy Granola' is displayed in the font 'Glacial Indifference'.

Home File Resize All changes saved Groovy Granola Try Canva Pro Share Download

Try "Calligraphy" or "Open Sans" Glacial Indifference... 24.3 A B I U aA ≡ ≡≡

Position

Popular fonts

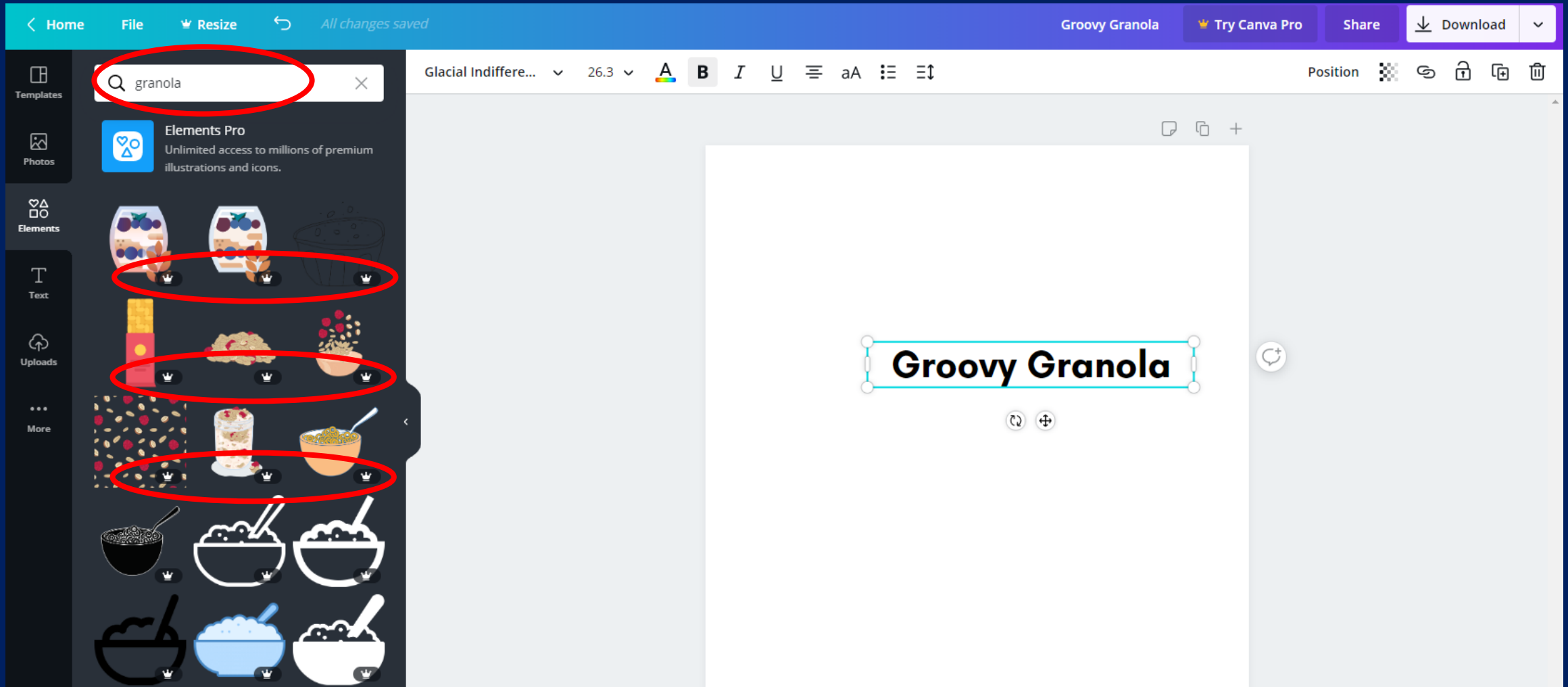
- Code Pro
- Cooper Hewitt
- Cormorant Garamond Medium
- Diverta
- Eczar SemiBold**
- Evolve Sans
- FINDEL**
- Fiona
- GAGALIN**
- Glacial Indifference** ✓
- HEY BOY!
- HORIZON**
- HORIZON OUTLINE
- Inter
- INTRO RUST**

Groovy Granola

+ Add a new page

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!

The screenshot displays the Canva design tool interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'All changes saved'. The main workspace shows a design titled 'Groovy Granola' with a text box containing the text 'Groovy Granola'. On the left sidebar, the 'Elements' section is active, showing a search for 'morning'. A red circle highlights a selected illustration of a sun over mountains. Other elements visible include 'Templates', 'Photos', 'Elements', 'Text', and 'Uploads'. The top right corner features options for 'Groovy Granola', 'Try Canva Pro', 'Share', and 'Download'.

Example – Groovy Granola

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

The screenshot displays the Canva design tool interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'All changes saved'. The design name 'Groovy Granola' is visible, along with 'Try Canva Pro', 'Share', and 'Download' options. A red circle highlights the text formatting toolbar, which includes options for font size (42), bold (B), italic (I), underline (U), text color (aA), and alignment. The main workspace shows a logo design with a sun and mountains icon and the text 'Groovy Granola' in orange. A sidebar on the left contains various design elements, including a search bar with 'morning' and a grid of icons like a sun, coffee, and granola.

Example – Groovy Granola

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

The screenshot displays the Canva design tool interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'All changes saved'. The design name 'Groovy Granola' is visible, along with 'Try Canva Pro', 'Share', and 'Download' options. A red circle highlights the text formatting toolbar, which includes icons for font size (42), bold (B), italic (I), underline (U), text color (aA), and alignment. The main workspace shows a logo design with a sun and mountains icon on the left and the text 'Groovy Granola' in orange on the right. The text is selected, and a blue bounding box with handles is visible around it. The left sidebar contains various design elements, including 'Templates', 'Photos', 'Elements', 'Text', and 'Uploads'. The bottom of the interface features a '+ Add a new page' button.

Example – Groovy Granola

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

The screenshot displays the Canva design tool interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'Unsaved changes'. On the right side of the top bar, there are buttons for 'Groovy Granola', 'Try Canva Pro', 'Share', and 'Download'. The left sidebar contains various tool categories: 'Templates', 'Photos', 'Elements', 'Text', and 'Uploads'. The 'Text' category is highlighted with a red circle. Below it, the 'Add a subheading' option is also circled in red. The main workspace shows a logo for 'Groovy Granola' with a sun and mountains icon, the brand name in orange, and the tagline 'ALL NATURAL | ORGANIC | GROOVY' in grey. The bottom of the interface has a '+ Add a new page' button.

Example – Groovy Granola

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

The screenshot displays the Canva editor interface for a design titled "Groovy Granola". The top navigation bar includes "Home", "File", "Resize", and "All changes saved". The design name "Groovy Granola" is visible, along with a "Try Canva Pro" button and a "Share" button. The "Download" button is highlighted with a red circle. A dropdown menu is open, showing options for how to publish the design: "Download" (highlighted with a red circle), "Share link", "Present", "Facebook Page", "Twitter", and "Email". A "SUGGESTED" button is also visible next to the "Download" option. The main canvas shows a logo for "Groovy Granola" featuring a sun and mountains, with the text "Groovy Granola" and "ALL NATURAL | ORGANIC | GROOVY" below it. The left sidebar contains navigation options: "Templates", "Photos", "Elements", "Text", "Uploads", and "More". The "Templates" section is active, showing a search for "breakfast" and a grid of breakfast-related images under "Recently Used" and "Trending".

Example – Groovy Granola

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

The screenshot shows the Canva design tool interface. At the top, there is a navigation bar with options: Home, File, Resize, and All changes saved. The current design is titled "Groovy Granola". On the right side of the top bar, there are buttons for "Try Canva Pro", "Share", and "Download". The "Download" button is circled in red. Below the top bar, the left sidebar contains navigation options: Templates, Photos, Elements, Text, Uploads, and More. The main workspace displays a logo for "Groovy Granola" with the tagline "ALL NATURAL | ORGANIC | GROOVY". The logo features a stylized sun and mountains. On the right side, a "Download" menu is open, showing options for file type, size, and background. The "File type" dropdown is set to "PNG" (SUGGESTED) and is circled in red. Below it, there is a "Download" button, also circled in red. The "Size" is set to 500 x 500 px. There are checkboxes for "Transparent background" and "Compress file (lower quality)".

Example – Groovy Granola

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

The screenshot displays the Canva design tool interface. At the top, a navigation bar includes 'Home', 'File', 'Resize', and 'All changes saved'. The main workspace shows a logo for 'Groovy Granola' with the tagline 'ALL NATURAL | ORGANIC | GROOVY'. The logo features a stylized sun and mountains. On the right side, a 'Download' menu is open, showing 'File type' set to 'PNG SUGGESTED', 'Size' set to '500 x 500 px', and options for 'Transparent background' and 'Compress file (lower quality)'. A 'Download' button is visible at the bottom of the menu. The left sidebar contains navigation options: 'Templates', 'Photos', 'Elements', 'Text', 'Uploads', and 'More'. A search bar at the top left of the sidebar contains the text 'breakfast'. A blue arrow points to the 'More' option in the sidebar.

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!

