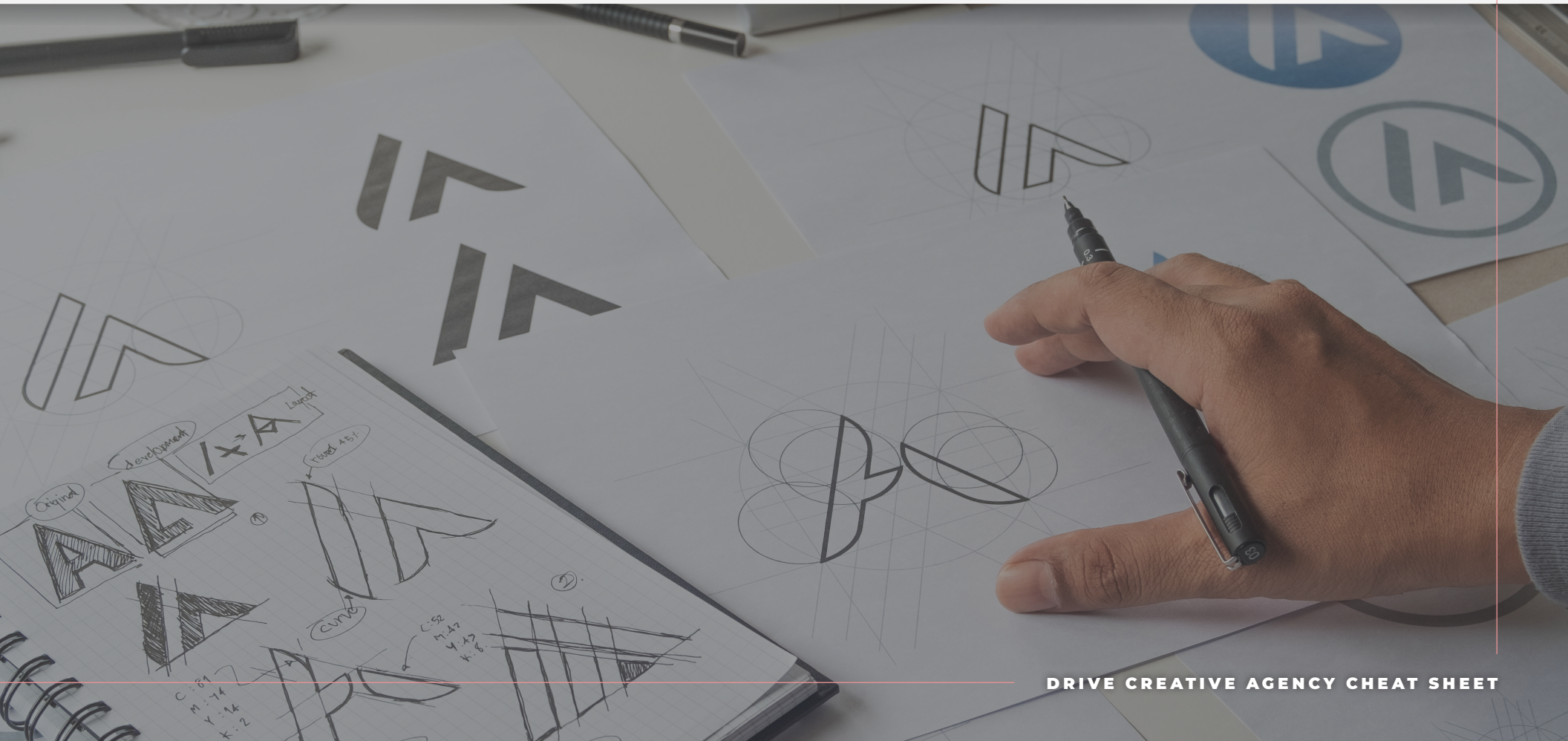# HOW TO MAKE YOUR LOGO STAND OUT

# HOW TO MAKE YOUR LOGO STAND OUT

## 1. Define Brand Identity

Gain an understanding of your brand's identity. **To do this you need to determine 5 things:**

☆ **Why did you start?**

☆ **What are your goals?**

☆ **What are your values?**

☆ **Who is your target audience?**

☆ **Who are you hoping to help & how?**

## 2. Draw Inspiration

It's critical that your brand is unique and represents your company to a tee. However, it is always helpful to draw inspiration from other logos to see what you are going up against (without copying!)

**Remember, your logo can be what catches someone's eye and draws them in to learn more about your business.**

## 3. Color Theory

Your color scheme helps express your brands personality. Here are a few things to think about:

☆ **What you want your brand to convey to your audience. Choose colors that help this** (for example, blue conveys trust).

☆ **Will your colors show up well on screen and meet/pass accessibility requirements?**

## 4. Font Selection

Your font is where you add personality to your brand. This will influence how your audience interacts with your brand.

Depending on how you want to come across you may choose a more dainty, traditional and subtle font, or you may feel the need for a bold, more attention grabbing font.

**Much like your colors, your font needs to stick the same across the board.**

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## 5. Sketch Out Initial Designs

**This is where your vision comes to life!**

Sketching out on paper what you see in your head is the best starting step when it comes to your initial designs. You can start, erase, throw out, start again... as many times as needed until you feel you get somewhere closer to your desired logo.

## 6. Ask For Feedback

Although this part might seem scary, asking for feedback is the only way you will gain an understanding of how your logo is connecting with an audience. Ask questions, such as:

☆ **How do you think this logo portrays our brand?**

☆ **Are there any aspects you particularly love/hate from what you see?**

☆ **Is it memorable and easy to read?**

☆ **Does it stand out to you?**

Based on the answers you will be able to determine what changes may need to be made in order to move to the next step.

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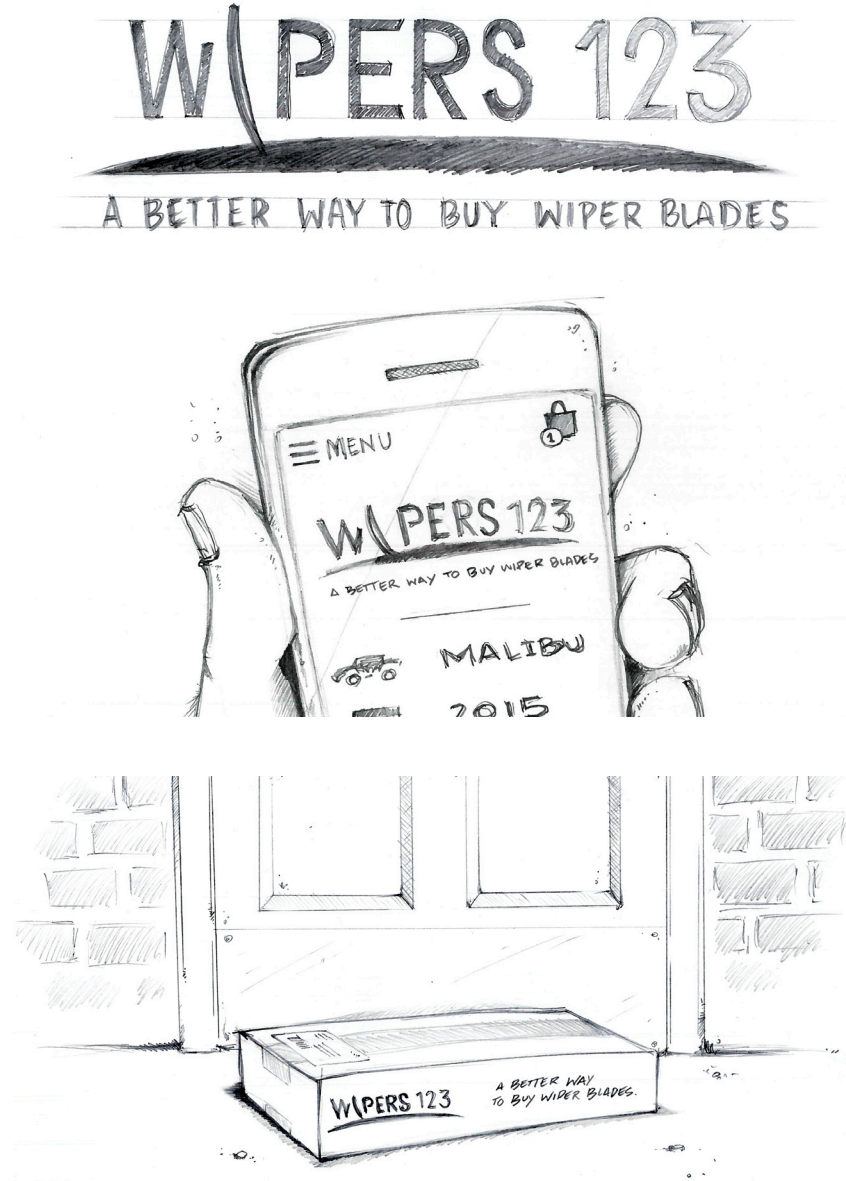
## 7. Create Grayscale Concepts

Now that you have your sketches and feedback, start putting your designs onto screen.

This will allow you to gain a better understanding of just how your logo will look on your website and socials as well as seeing it with the official font you chose.

We suggest that you start by only doing this in grayscale before incorporating the colors. The reason for this is that your colors are what will make your logo feel alive, so if you put color theory to them right away it will be much harder for you to make a final decision on one you love.

**However, if you pick your logo while it's in black and white you will love it even more when you see it in color.**

## 8. Incorporate Your Colors

Nearly there! You have your final logo that you're already in love with. Now you can officially liven it up by adding your chosen color scheme to it.

When doing this be sure that it isn't too busy and the colors make it hard to truly see the logo for what it is. You still want your logo to be strong in black and white, but color brings it to life.

Make sure that you are placing the colors strategically, in that the factors you want to stand out in the logo are the ones with the boldest colors. On the flip side, use your more subtle/plain colors on your less eye-catching parts of your logo.

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## 9. One More Round Of Feedback

You've done it. You've created your logo. Now that it's at a completion point, ask those same people for one last round of feedback. Once again see what their thoughts are:

☆ **Color theory**

☆ **How they feel when they see the logo**

☆ **Would they make any changes to it/move colors around if they could?**

You obviously don't have to make those changes but often people will see things you don't which could greatly enhance the strength of your logo.

## 10. Finalize/Perfect

There you have it! Your finalized logo. At this point, there shouldn't be much to do apart from perhaps some small adjustments, alignments, sizes, spellings etc…

You're pretty much just polishing your final product before you show it to the world. Congrats, you officially have the picture that will be the face of your brand forever.

**If you are struggling to create your perfect logo, reach out to us and we can help you create a logo that showcases the strength of your brand.**



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