Introduction

What are the main principles of logo design? How to design a logo for a business? How should an effective logo look like? What are the elements of a good logo?

A logo is a starting point in creating visuals for a startup. Everyone relies on his own taste and experience in choosing logo design for a business, but we will try to explain what key points you should pay attention to.

Source: https://mlsdev.com/blog/60-5-principles-of-effective-logo-design-for-a-business

1. Name is important

What is the main component to start with when creating a brand from scratch? It's your business name, of course. It must be well-thought-out before designing a business logo.

If you want designers to generate great ideas, make sure that they have something to work on. Interesting names awaken their imagination, so they are more likely to find a solution that will accomplish your brand. When a name is strong and clear it's easier to draw a semantic parallel and use visual associations.

A successful combination of a name and related icon design will definitely affect your customers. This way your logo will become eye-catching and memorizable.

2. Delivering a message

A semantic message is something that connects you with customers. There is no doubt it's definitely one of the "must have" features of an outstanding logo. An effective business logo delivers information about a company, its aim lies in distinguishing you from competitors. Applying the message approach, you can drop a hint about the services you offer, or show some advantages of choosing you among others.

Using mood is surely important to evoke customers' emotions. A logo can make you credible in people's eyes. Let your potential clients believe at first sight that this is what they have been looking for. It will help a lot, especially if the task is to design a logo for a small business.

The message you deliver doesn't necessarily have to be literal. Using a metaphor can often work better. And don't be afraid that the hint is hardly readable – lots of famous companies have hidden information in their logos. It keeps interest in their brand alive. Encourage people to get to know you closer

3. Composition

4. Color combination

Choosing colors for your logo is a challenge. Let us give you some advice how to find perfect ones.

The best decision is always to apply colors that match your business direction or traits of your business strategy. And, as everybody knows, each color has its own mood and influences people in different ways.

But be careful with colors, because there are some options you should bypass. For example, avoid neons as they are problematic when using white or black backgrounds. They are also difficult to implement in print ads.

Choosing combinations of highly saturated colors is also a dangerous idea. It can cause low readability. They often get too vibrant (bright pairings of blue and red, red and green) which is hard on the eyes. Applying more contrasting combinations and pairing bright colors with less saturated ones is a better decision instead. And consider that all logo elements have to be readable.

It's also important to predict how your color combination will look on different backgrounds and surfaces. This affects the look of your future UI (User Interface).

But don't stick to matching colors with your business specifics too much. It's always great to break rules and try something unusual.

For example, color psychology says that red is the most attractive to the human eye. It first catches your sight in the surrounding environment. Red was used to create Virgin logo, one of the most effective logos in the business world. It is dynamic and provocative, just as the company. And the color matches those traits perfectly

5. Adaptability

Technologies are rapidly progressing in the course of time. Smartphones and other devices have already become an essential part of our lives, and if you want to stay afloat there is no chance to ignore it.

When designing a business logo, don't forget that it will be used on different surfaces — from small screens and print ads to huge billboards. So if you want to stay recognizable everywhere, it must be responsive, especially when it comes to e-commerce.

Let's get closer. The main task of adaptability is to make a logo look good everywhere and in any size. Fussy and detailed symbols were OK 20 years ago. And now, in the age of technology, they aren't that effective anymore. The principle of simplification works here instead.

Adaptability is also one of the reasons old logos are remade. For example, how would you perceive Apple's first logo if it was used in mobile interface? Those kinds of design cause a lot of problems at the UX (User Experience) stage.

Designing a logo is a huge process. Here the construction stage begins. As visual perception is extremely important, the first rule in this regard is a balanced composition. It's the way to make your rough idea more accurate.

Composition rules are used in every part of graphic design and in creating any visual product. And for logo design, composition is a basement, a skeleton.

Logo design principles include building a geometrical construction. There are no better tools for achieving a well-balanced composition.