

7 Killer Tips for Logo Design

1. Be unique and clever

Designing something out-of-the-box!

2. Color is key

- RED:** energetic, love, bold
- ORANGE:** creative, friendly, youthful
- YELLOW:** sunny, inventive, optimism
- GREEN:** growth, organic, instructional
- BLUE:** professional, medical, tranquil, trustworthy
- PURPLE:** spiritual, wise, evocative
- BLACK:** credible and powerful
- WHITE:** simple, clean, pure
- PINK:** fun and flirty
- BROWN:** rural, historical, steady

7. Use online resources and tools

Logomaker and LogoYes

6. Don't expect instant success

"Don't change your logo just because you're tired of it, or because your competitors have. If the time has come to evolve your logo, look for elements that can be carried forward."

Deborah Harkins

Every logo has some kind of a history, filled with meaning and purpose.

3. Understand the brand

Some logos even become recognizable because of their custom fonts.

4. What's in a name?

5. Keep it easy and flexible

You want to design something that will last through the ages.

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Reference:

<http://mashable.com/2014/04/30/logo-design-tips>