

Graphics Image Builder

Great advice on how to improve your corporate identity, marketing materials, and product design.



Sample logos designed by
MacGraphics Services

This Month's Topic: What Makes A Good Logo Design?

Your logo is a graphic device designed to visually represent your company. Its purpose is to communicate your company's essence: what it does, and what it stands for. Your logo is an integral part of your company's corporate identity, and should be used consistently for many years.

A good logo is simple, yet sophisticated. Don't be fooled that a design that looks simple is easily created. It is a process of combining and refining symbols, colors, typography, negative and positive space into a compact unit. Many comps are presented to the client, then analyzed and modified, taking considerable time. A logo is often a product of a symbiotic merging of a symbol with one or more letters in your company's name.

A good designer will strive to create a strong, balanced image with no clutter. A bold logo will be easier to see at a glance, and will work better than one with thin, delicate lines or fonts. The graphic imagery should be streamlined and appropriate for the business. The graphic and name should work together as a unit. Strive to achieve a distinctive look, but avoid trendy typefaces and extremely tall or wide logos.

Although logos are usually designed in color, a logo should also look good in black and white. You may need to print your logo in a newspaper, on fax cover sheets, checks, order forms, etc. A screen (grey halftone) is an easy substitute to represent a color in a B&W document.

Choose an appropriate spot color and record its ink formula and/or number for future printing jobs. If your 2- or 3-color logo is printed in a full color publication (i.e.: magazine ad), it may have to be converted to 4-color process inks. Getting a close match may not always be possible; check a "spot color to process color conversion" swatch book first.

You may be tempted to design a full-color logo, especially for the web, but it will be very expensive to print. Full-color logos will need to be printed in 4-color process inks. It is much more economical to print stationery items in one, two or three colors.

Once a logo is designed, convert all the text to "outlines" or "paths." This makes the text a "graphic" and eliminates the need for fonts when printing or transporting your logo to different computers and service providers. It is a good idea to convert the logo into the various file formats appropriate for the Internet, presentations, personal inkjet printers and offset printing.

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Brought to you monthly
by Karen Saunders
of MacGraphics Services

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

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Have a question to be answered in a future issue? Send it via email to Karen@macgraphics.net.

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