

DIY Logo Design

Step 1: Research

- What makes a good logo.
- What others are doing in your industry.
- What your competitors are doing.



Step 2: Remember

A good logo is:

- Simple - easy to recognize.
- Versatile - looks good large or small, and in black & white or white & black.
- Timeless - an enduring symbol of your organization.



Step 3: Choose typeface

A good typeface (font) for a logo is:

- Simple and easy to read
- Not gimmicky or trendy
- Representative of your brand (a law firm should not use Comic Sans)



Step 4: Choose colors

Or stick with black and white.

If using color:

- Research the psychology of color. (Why do so many businesses use blue?)
- Know exactly what colors you are using so they can be consistent across all media (RGB or CMYK values, hexadecimal numbers, and/or Pantone swatches).



Step 5: Sketch & draft

Come up with a few ideas.



Step 6: Reflect & get feedback

- Take a break and come back to it.
- Ask friends and colleagues for their opinion. Does it follow good logo design principles? Does it reflect your brand?



Step 7: Revise



Step 8: Repeat steps 6 & 7

Until you're happy.



Step 9: Celebrate!

Congratulations! You've got the cornerstone of your visual brand identity!

It's time to share it with the world!