



5 useful logo design tips

By Tania Guaman

1. Learn what a logo is and what it represents

Before you design one, you must understand what a logo is, what it represents and what it is supposed to do. A logo is not just a mark – it reflects a business's commercial brand through the use of shape, fonts, colour, and / or images.



A logo is for inspiring trust, recognition and admiration for a company or product and it is our job as designers to create an identity that will do its job.



1. The Secaucus Coalition for a Healthy and Drug-Free Community

The area to be served by the Secaucus Coalition for a Healthy and Drug-Free Community is the Town of Secaucus.

The Secaucus Municipal Alliance and the Secaucus Prevention Coalition will work collaboratively to create a healthier community in the Town of Secaucus. The Alliance and the Coalition have merged to create a renovated movement of committed community members interested in building a healthier and drug-free community.



2. Know the rules and principles of logo design

Now that you know what a logo is supposed to do, and what it should represent, you now must learn [what makes a great logo](#) aka; the basic rules and principles.

1. A logo must be describable
2. A logo must be memorable
3. A logo must be effective without color
4. A logo must be scalable i.e. effective when just an inch in size



Our goals:

- Encourage partnerships and collaboration among community members
- Increase awareness about the dangers of alcohol and drug use
- Build strong, mutually supportive relationships and networks
- Promote a healthy community design
- Create healthy places for the youth
- Ensure youth participation
- Create a sense of independence and belonging to the community
- Empowering community members
- Use community resources to improve the community's quality of life
- Make the community stronger and more enjoyable for everyone



3. Learn off other's successes and mistakes

Successful Logos



Now you know what the rules are, you can distinguish the difference between a good and a bad logo. Knowing which logos have succeeded, *and why*, gives an insight into what makes a good logo.

For example, let's look at the classic Nike Swoosh (shown above). This logo was created by Caroline Davidson in 1971 for only \$35, yet it's still a strong, memorable logo, effective without colour and easily scalable. It is simple, fluid and fast, and represents the wing in the famous statue of the Greek Goddess of victory, Nike (something perfect for a sporting apparel business). The Nike logo is just one of many great designs, think about other famous brands that you know about and check out their logos. What makes them successful?

The Not So Successful Logos

We can also learn from logos that have not been too successful, such as the ones on the right of the above picture. Some more very bad logos can be seen in the post [is your logo design phallic?](#) As seen in that post, some logos can depict things that may not always be noticeable to the designer (as in the middle logo above) or they could just be plain bad design, as in the logo to the right (above).



4. Establish your own logo design process

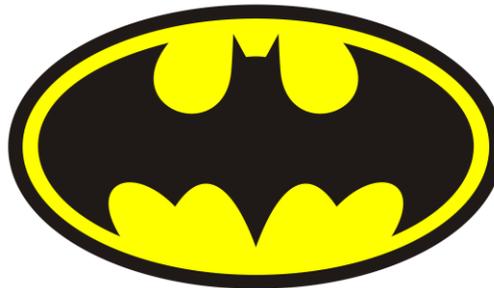
Now that we know what a logo is, what the principles and rules of logo design are and what makes a successful logo, we're now prepared to begin the design process. This is the hardest part of these 5 tips, and is a whole topic in itself. Each person's process is different and experience is usually the key factor when creating your own logo design process.

In short, a logo design process usually consists of:

- The Design Brief
- Research and Brainstorming
- Sketching
- Prototyping and Conceptualizing (See Step 5)
- Send to Client for Review
- Revise and Add Finishing Touches



Examples:



Existing Coalition Logos



Existing Coalition Logos



Existing Coalition Logos



Healthy Communities of Lethbridge and Area



preventing substance abuse ~ building community

Things to keep in mind:

- ▶ All entries must be drawn or on computer and must include the include the coalition's "name" or the acronym "SCHDFC" with the illustration
- ▶ Each entry must focus on the name and the mission of the coalition as it relates to the community's health and well-being:
 - ▶ Drug-Free Community
 - ▶ Healthy environment for the Youth
 - ▶ Partnerships of individuals that care
 - ▶ Family-friendly environments
- ▶ No copyrighted materials (logos, images, etc.) may be used for this contest. All the graphics presented in the sketch must be original. Plagiarism of any kind will result in disqualification.



Things to keep in mind con't:

- ▶ Each sketch must have one Lead Artist. While several students may work together on the project, it must be submitted under only one name. The prize will be awarded to the named Lead Artist only.
- ▶ Participants can list co-presenters on the Registration Form and may choose to divide the prize on their own terms if they wish.
- ▶ Entries may be submitted to Ms. Jill Preis in-person, in Jill's high school mailbox, or by e-mail at jpreis@sboe.us on or before Tuesday 14, 2015.
- ▶ IF CHOSEN AS A FINALIST you will be invited to showcase your artwork at our Town Hall Meeting in April 2015.
- ▶ The judges' decision is final. Entries will be judged by student leaders and then coalition members.



For questions or for more information,
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▶ Or Jill Preis

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