

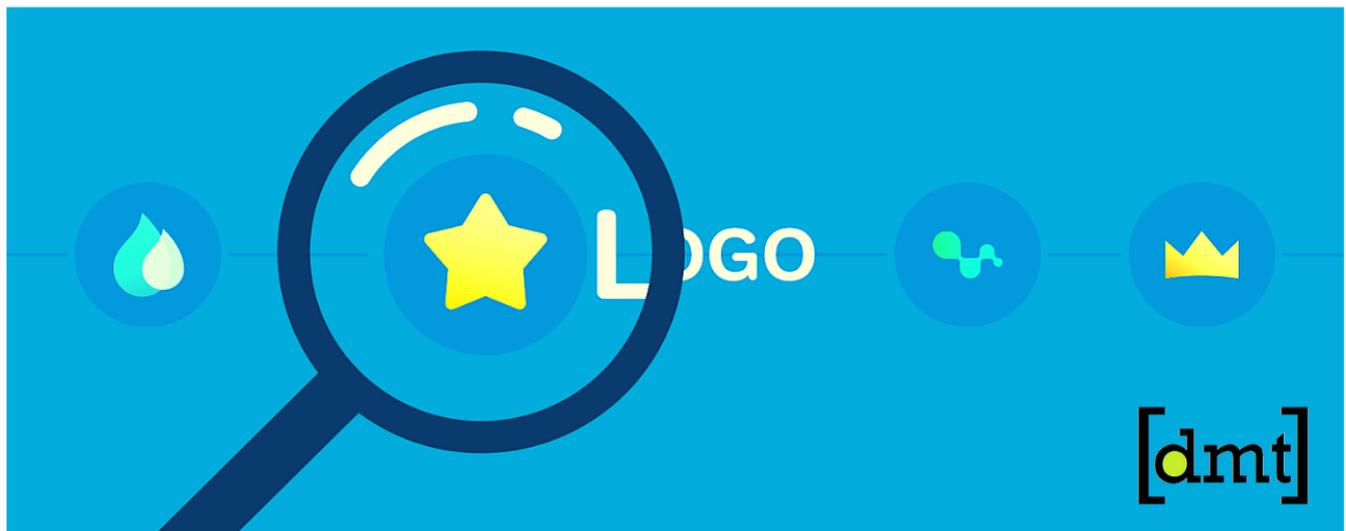
# 6 Qualities of an Effective Logo Design

[digitalmarketingtrends.in/6-qualities-of-an-effective-logo-design](https://digitalmarketingtrends.in/6-qualities-of-an-effective-logo-design)

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## EFFECTIVE LOGO DESIGN



Apple. Chanel. Ferrari.

What do these names have in common? Aside from being a buzzword in their own respective industries, almost everyone in the world knows them for their logos. 😎

## The Mark of a Brand

The “half byte,” the interlocking Cs, and the prancing horse all represent brands that are known the world over. Their loyal patrons and brand enthusiasts know these by heart. Others aspire to own them someday, making it a benchmark for success. These are **visual representations that embody the experiential realities of a brand**. These are icons that are easily recognized and have created a cult following through the years.

A logo is a strong symbol of brand identity. It speaks out to a certain audience and helps compel them to look in and check the brand out. **It shows them who the brand is or reminds previous buyers of their experience when they last interacted with the brand.** Without these logos, a computer is just any computer, a bag is just a bag, and a car is anything that takes you from point A to point B.



**Define.**



**Design.**



**Deliver.**

Here are some of the **basic qualities of good logo design**:

## 1. Simplicity

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In logo design, it would do well to just K.I.S.S. it – **Keep It Smart and Simple**.

Clever logo designers make sure that the logo should be able to **convey the brand message at first glance**. It should make good use of space, fonts, and other visual elements that will present the brand, company, or product in the simplest way.

**Recommended read: [7 Strategies to Use for Social Media Campaign In 2019](#)**

**A good logo should be uncluttered.** If there are too many elements, it can become distracting and might just break the brand instead of helping it stand out from the sea of competitors.

**It should be smart**, meaning, it takes into consideration market research and scientific studies. It should reflect the nature of your business and incorporate the brand values. A good designer must know the brand first before designing a logo so they have a better grasp of who the brand is, how it “speaks,” and to whom it is speaking.

## 2. Strategic Use of Colors

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Another important factor when designing logos is the **strategic use of colors**. Specific colors evoke different emotions. In color psychology, for example, red is said to attract more attention than any other color. It also associated with energy, passion, and love, among other things. This is why it helps brands like Netflix, Nintendo, or Coca-Cola stand out.

Yellow is associated with joy and happiness, while blue is associated with idealism and peace. **Careful considerations in using colors can help strengthen your brand message** and communicate clearly with your intended audience.

## 3. Scalability and Versatility

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Your brand logo will be used in a variety of things. From the smallest pins to giant billboards, an effective logo should not lose its visual balance and clarity.

If the details of your logo cannot be seen when used in small items such as pens, stationery, or other merchandise, then redesign it. If the logo looks stretched when used in out-of-home materials, signage, and other communication channels, go back to the drawing board.

**A good logo must be able to retain its original look** regardless of size or surface it is printed or used on.

## 4. Compatibility with Black and White

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Your logo will be used in various channels such as newspapers, leaflets, or even fax communication. When this happens, **your logo should look good even with the absence of color.**

Also, logos that can still stand out in black and white convey a clear and confident message. They can be impactful as well, with logos appearing more elegant, classy, or modern in these neutral backgrounds.

## 5. Noteworthiness

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**Your brand logo should be memorable.** People should fall in love with it at first look. It should be stamped in their minds and create a good impression.

**Recommended read: [What Should a UX Case Study Look Like?](#)**

**A good logo should be unique and create a lasting imprint** in the minds of your consumers. Poorly designed logos will be forgettable. Worse, logos that are mere knock-offs or copycats leave a sour taste on the mouth and a disreputable impression.

## 6. Invariability

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**A good logo should be timeless.** It should stand the test of time and be ingrained in the minds of the target market.

Should the need to refresh a logo arise, get it done. Keep in mind though that changing a logo frequently will just lead the market to become confused and lost as to where your brand is going or what your brand is trying to convey. **Keep brand logo redesigns to a minimum, if they must be done at all.**

## A Symbol of Strength

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In creating an effective logo, it will be most helpful if you can enlist the help of professionals from [brand strategy consulting firms](#). They have the experience and expertise to share valuable insight as to what works best for your kind of offer or product.

While a logo is not the be all and end all of a brand, it certainly plays a crucial role. Along with other key elements of successful branding, a logo helps in the immediate recognition of a brand or product. **It is an icon that will identify the brand.** With proper considerations for

the basic principles of good logo design, you can be assured that the logo you come up with will be effective and strong. 😊



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