

## checklist for effective logo design

What makes a good logo?

- 1) It is simple  
A "too busy" logo is a roadblock to communication, and may prove problematic on the printing press or when displayed at small size on screen. Consider some of the most famous logos of all time: Nike, Braun, Apple, Coke. All are simple, instantly recognizable and use only basic shapes and typography.
- 2) It is bold  
Fine lines make lovely illustrations, but poor logos because they're difficult to see and may break up (or even disappear) when reproduced.
- 3) It is appropriate for the business  
This seems like common sense, but is often overlooked. The graphic "feel" of an industrial or manufacturing company should differ from that of a service business.
- 4) It works well in all sizes  
The logo must communicate equally well on a business card, a billboard or the side of a truck. It must also translate to the screen for use in video, multimedia and on the web.
- 5) It works well in color and black & white  
The design should not depend on a complex color palette to be effective, and should maintain integrity when faxed or photocopied.
- 6) It does not use trendy typefaces  
Type fashions change as frequently as clothing fashions, but the corporate logo should be suitable for use many years from now.
- 7) It is not extremely tall or wide  
Odd shapes don't fit well into business cards, advertisements, etc. A good proportion for a logo is roughly 4 units wide by 3 units tall (about the same ratio as a tv screen); a 1-to-1 ratio also works well.
- 8) It can be reproduced at any size without loss of quality or readability.  
Professionally designed logos are always created in the .EPS file format (also called vector art), typically using Adobe Illustrator® software. The .EPS file format allows unlimited re-sizing without loss of quality.