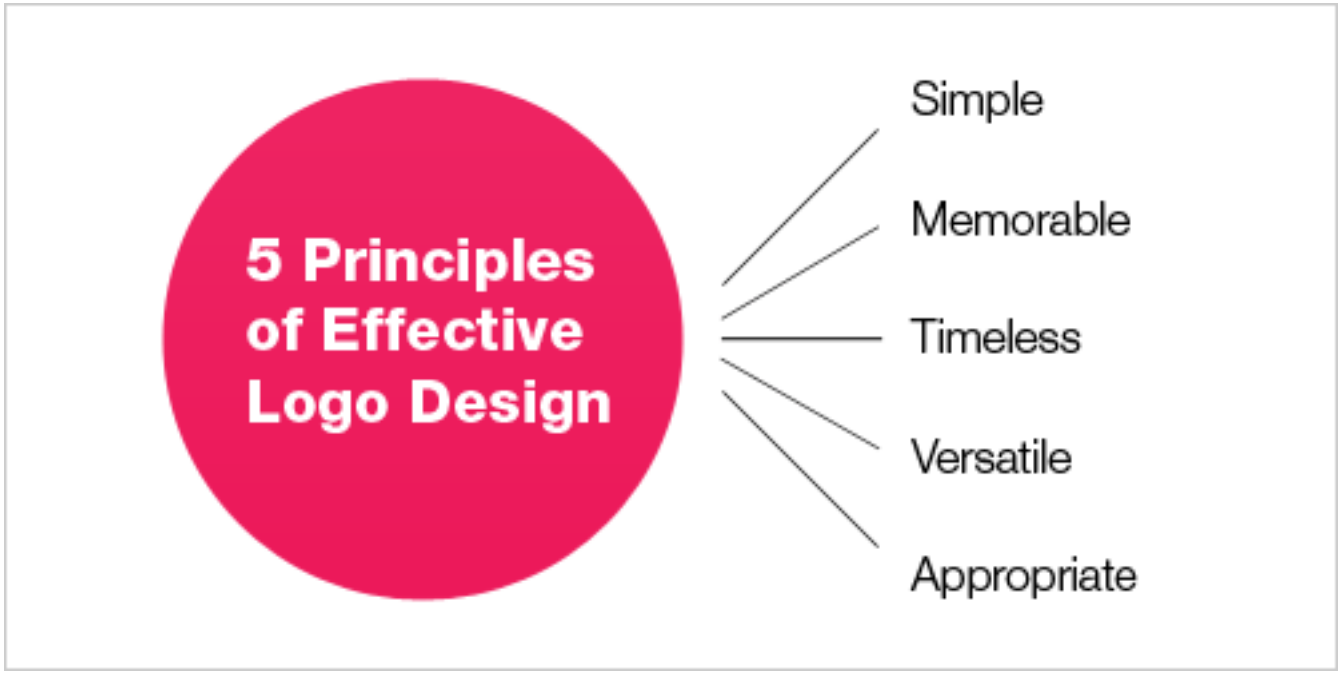
DESKTOP PUBLISHING

LOGOS



from: www.justcreative.com/

A logo must be simple.
A simple logo allows for easy recognition and allows the logo to be versatile and memorable. Effective logos feature something unexpected or unique without being overdrawn.

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Simple

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A logo must be memorable.
Following closely behind the principle of simplicity is that of memorability. An effective logo should be memorable and this is achieved by having a simple yet appropriate logo.

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Memorable

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A logo must be enduring.

An effective logo should endure the test of time. The logo should be 'future proof', meaning that it should still be effective in 10, 20, 50+ years time.

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Timeless

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A logo must be versatile.
An effective logo should be able to work across a variety of mediums and applications.

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Versatile

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A logo must be appropriate.
How you position the logo should be appropriate for its intended purpose.

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Appropriate

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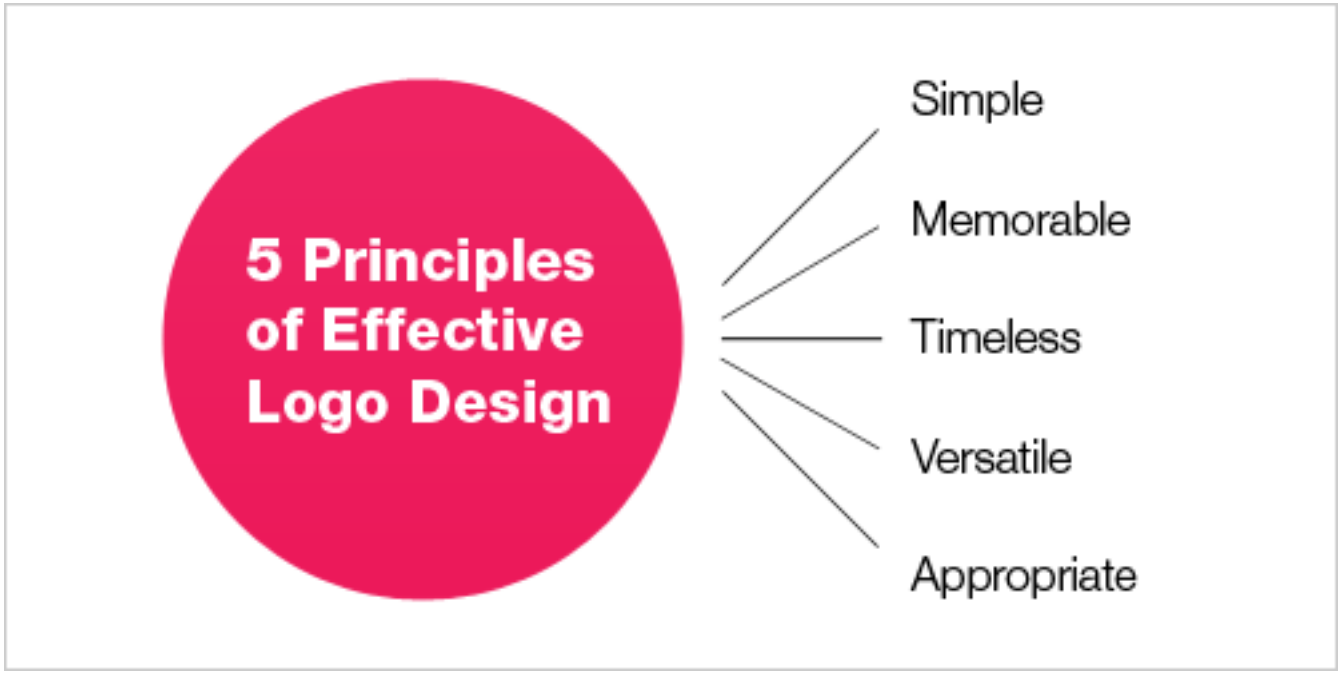

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