

# What Every Blogger Needs to Know About Logo Design

## Adopting the designer mindset

We don't design for our clients. We design for our clients' clients.

ASK YOURSELF

- Who do I want to **attract**?
- What **other brands** are they drawn to?
- What **cultural points-of-reference** do they share?

### Remember

Your graphics are for your audience.

## Discover your blog's aesthetic

Think about the look and feel your audience would enjoy.

What is the tone of your content?



Funny?



Colorful?



Serious?



Serene?

## Use moodboards

Moodboards make it easy to link aesthetics to feelings.

Then brainstorm the aesthetics that match these feelings.

## Start designing!

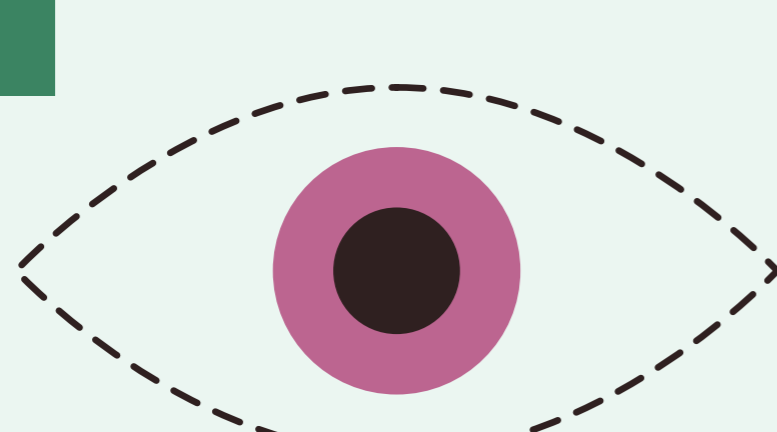
Your logo is a concentrated reflection of your brand.

### Principles of a great logo:

- Clear and well defined
- Recognizable, even in black & white
- Readable, even in small sizes

## The 5 Key Aspects of Logo Design

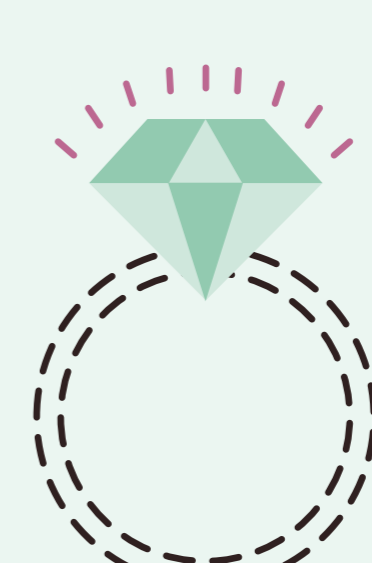
1



### Style

Decide on the feeling you want to transmit.

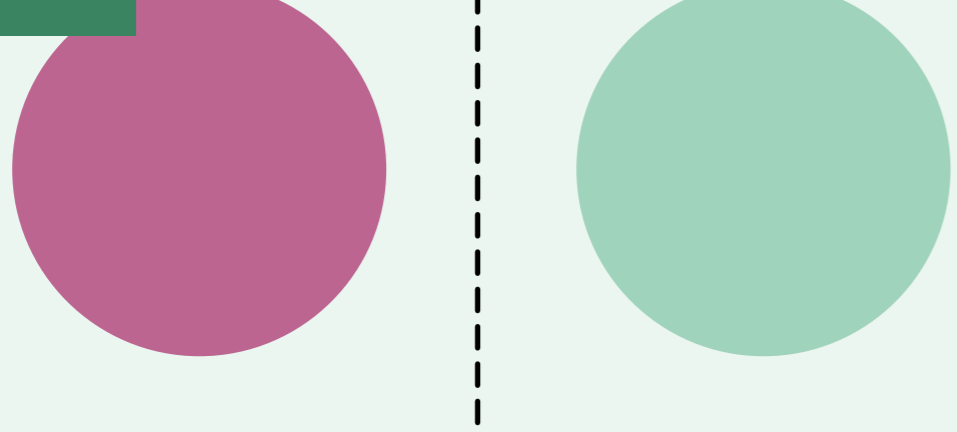
2



### Special elements

Does a particular symbol hold importance for your company?

3



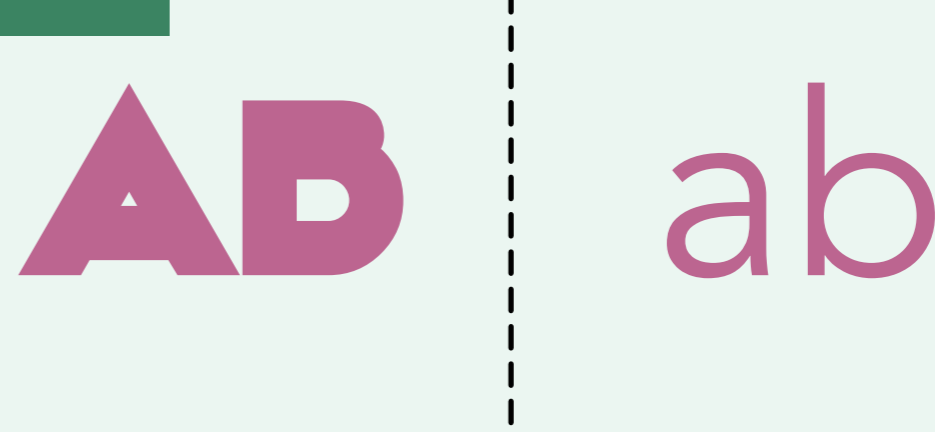
### Colors

Use two colors.

**Primary Color: Vibrant**

**Secondary Color: Muted**

4

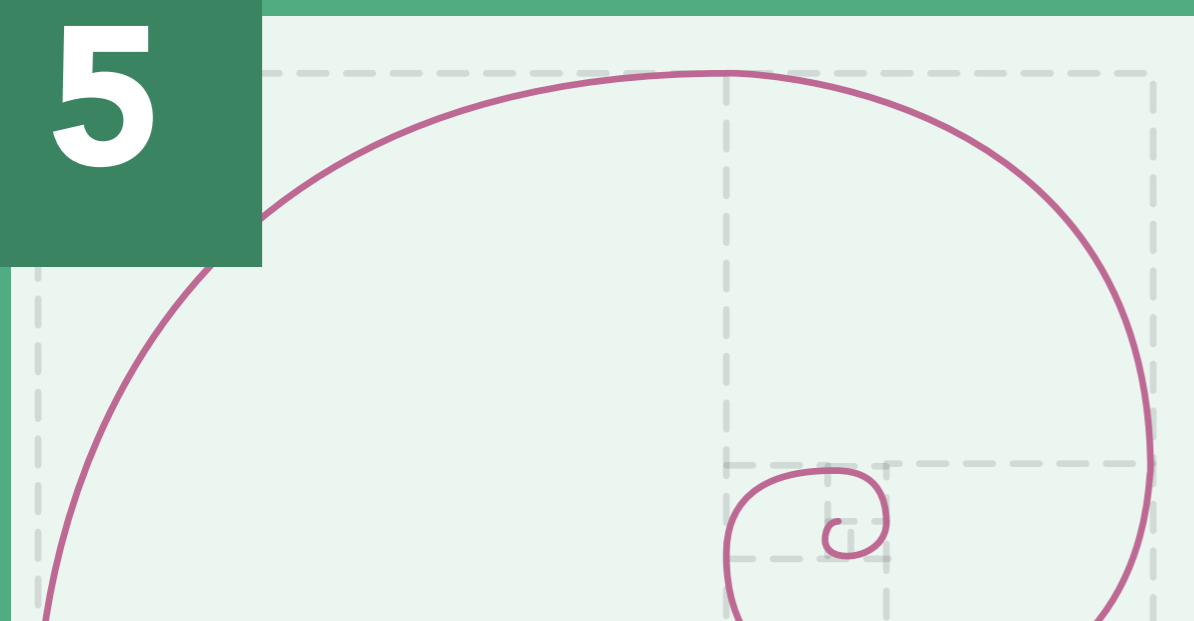


### Fonts

The primary font is **ornate** and **recognizable**.

The secondary font is **complementary** and **simple**.

5



### Composition

How will you arrange and size your logo elements?

### Best Practices in Composition:

- Use no more than three elements.
- Choose one element to be the clear focus.
- Arrange in gray at first, so you are not distracted by color.

## Put it all together

Add color back into your composition.

Reinforce the main element with the primary color.

Think of sizes and colors as control regulators.

Use them strategically to draw attention where you want.

Creative MARKET

Creative Market is a platform for handcrafted, mousemade design content from independent creatives around the world.



facebook.com/crtvmrkt



creativemarket.com



twitter.com/CreativeMarket