

6

Six Characteristics of a Good Logo



White Paper No. 4

The shortcut to trust and credibility™

A good logo is a graphic representation of your business. It is used to convey information about your business, visually differentiate your company and give it a memorable identity. Here are six attributes often found in good logos. Use these as a guide to evaluating your logo and others.

The 6 Characteristics

1. It is simple.

An effective logo is simple rather than complex. Too many elements, or a logo that is too detailed or too complex reduces recognition and legibility, especially at smaller sizes. Express the idea about your company as simply, clearly and directly as possible.

2. It is scalable.

An effective logo looks good small as well as large. It should have the same visual effect when printed on a business card or a billboard.

3. It looks good in single color.

A good logo does not rely on color to be effective. Many times you can only use the logo in one color, such as in faxing or in the newspaper. That's one of the reasons why this guide is in black and white. It shows the logos in their purest form.

1. It is simple
2. It is scalable
3. It looks good in single color
4. It has a hook
5. It reproduces well
6. It relates to your business

4. It has a hook.

A good logo has a visual 'hook' that is appealing to the eye. Its unique design suggests that your business is also unique.

5. It reproduces well.

Ideally a logo should avoid using screens or graduated ink. In printing terms, a screen is a tint of one ink that makes it look lighter than the color at 100% value. In using a 50% screen, for example, the printed result appears half as dark. Screens are difficult to reproduce clearly and consistently.

6. It relates to your business.

Including within the design something that relates to your company, your products or your industry makes it relevant. It also signals to those unfamiliar with your business a hint about what your business is about.