CRAFTING A NEW LOGO

Presented by Judy Hills

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- Maintains two nonprofit websites

- Editor of four monthly newsletters and one bi-monthly newsletter

- Former college adjunct faculty—taught business education

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What is a logo?

- A logo is a combination of text and imagery

- It tells people the name of your organization and creates a visual symbol that represents your vision

- It's a big part of your brand identity (what people will see)

- A good logo is memorable, differentiates you from everyone else, and fosters loyalty

Why do Friends groups need logos?

- A well-designed logo builds trust and get's people to stick around.

- It tells potential members who you are, what you do, and how that benefits them.

- It communicates to people with no prior knowledge or experience with your organization that you do great work.

- If your logo looks unprofessional, people will undoubtedly question how well you're able to deliver your services.

- Cultivate a strong logo to stand out to the public, ensure they remember your organization, and create positive associations with you.

- Logos have deep symbolic associations connected to people's memories and emotions.

How do you create a good logo?

- Do your homework.   Review logos used by other Friends of the Library.   Click here for examples.

- Identify the elements that you like (e.g., graphic, colors, shape, fonts)

- Decide if you will just include your name or if you want to also include a tagline

- Logo needs to be clear and easy to interpret to quickly connect with the viewer—KISS

- Elements of a great logo:
  - Great typography (art of arranging a message in a readable and aesthetically pleasing composition)
  - Simple colors
  - Strong visual element

Typography Terms

- Style: the shape and look of letters.   There are three major types: Serif, Cursive, and Gothic/Blackletter.

- Typeface is the visual design of the letterfoms: from super thin to ultra black and from extra condensed to super wide, all in regular and italic.

- Some fonts have uppercase, small caps, and/or lowercase

- Then there are variations such as a drop-cap (large capital letter inserted for emphasis)

- Topographic illusions might include rotations, flipping, overlaying and others

- Alignments include: flush left, flush right, centered and justified

- Click on the link (bottom right) to read and see more examples

https://99designs.com/blog/tips/typography-design/

Colors

- As the grail knight said to Indiana Jones, "Choose wisely"

- Color triggers emotions and gives meaning

- Color improves brand recognition by up to 80%

- Color tells a story—communicates values

- Most powerful brands stick to a simple pallet of three of fewer main colors; use solid colors rather than gradients.

- Reproduce your colors accurately (Pantone, CMYK, RGB, Hex)

Element(s)

- Visual element adds interest and makes your logo memorable

- Must grab attention of viewer for 10 seconds so they can memorize it and form an opinion about it

- Best if art work is original and not clip art as clip art may be copyrighted and may be overused.
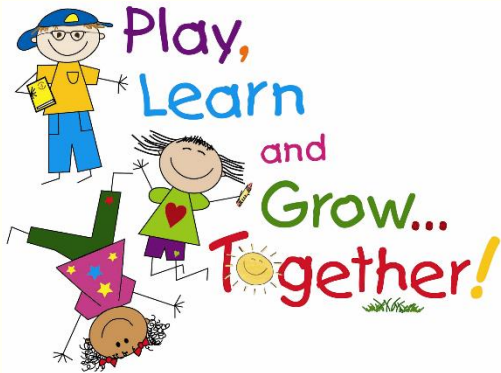
Vector vs Raster Graphics

- Vector graphic—logo should ALWAYS be designed in vector format as it can be scaled meaning you can enlarge it without it becoming fuzzy.

- Raster Graphic—Photoshop is a raster-based program. If your logo is created in this program it will cause issues in the future. (note the stairstep edges of letter g)
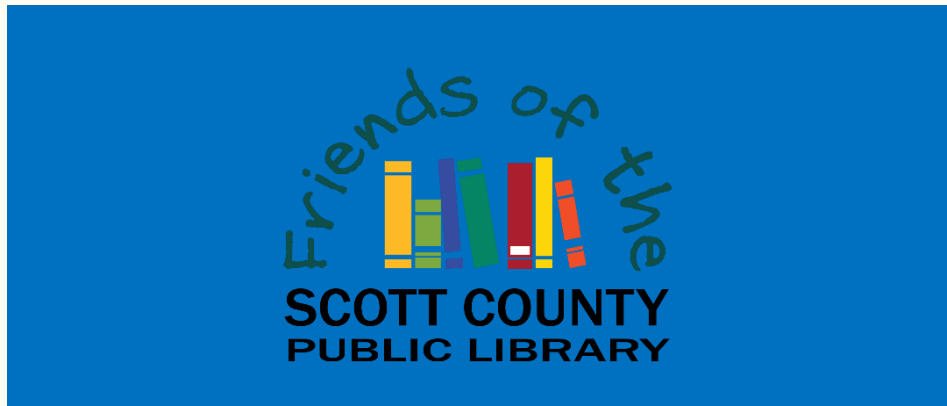

https://www.designpowers.com/blog/logo-file-formats

Background

- Clear/Transparent background—a logo created with a clear background will look good on most color backgrounds.   See below left.

- White background—the logo will look fine if used on white paper or with a white background.   If used on anything else, the background will be white—see below right.

- You want both.
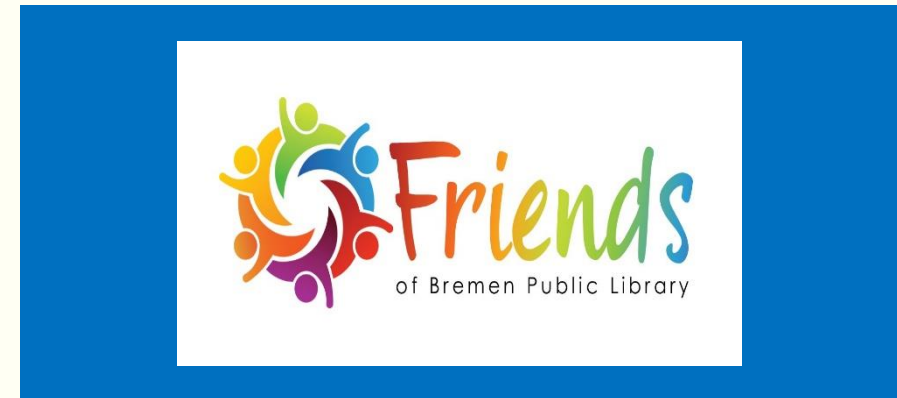
Logo File Formats

- AI—Adobe Illustrator—can be opened to modify the logo; requires AI software.

- EPS—Encapsulated PostScript—Gold standard for logo files. Vector based image, when exported from AI, and is meant for print usage.

- PDF—Portable Document Format—may or may not be a vector file. Quality will vary.

- SVG—Scalable Vector Graphic—vector-based image meant for web usage. Has a transparent background. Ideal for logos. Sharper/crisper image vs PNG or JPG.

Logo File Formats

- PNG—Portable Network Graphic—raster-based graphic intended for web usage. These are pixel-based and cannot be scaled up without pixilation.   Use free tool TinyPNG to reduce your PNG file sizes and make your website load faster.

- JPG or JPEG—Joint Photographic Experts Group—raster-based image meant for web or print use.   Best used for photographs.   JPG file does not support transparent backgrounds. Use free tool TinyPNG to reduce your JPG file sizes and make your website load faster.

When you send your logo to a printer or design professional always send them AI or EPS version unless another format is specifically requested.

Creating an example

- Save time and money by creating an example for designer

- Designer can take your example and modify it

- Find examples online that you like.   Copy & paste into a document.

- Study them

- Select the elements that you like. Snip them off the example. (Google snipping tool)

- Place the desired elements on a separate document
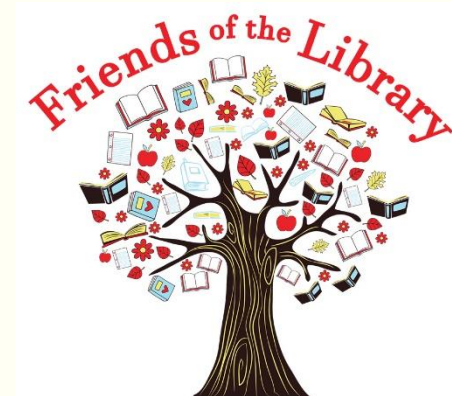
- Combine the elements and add any desired words
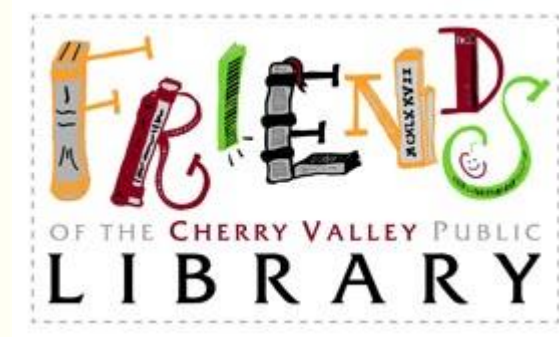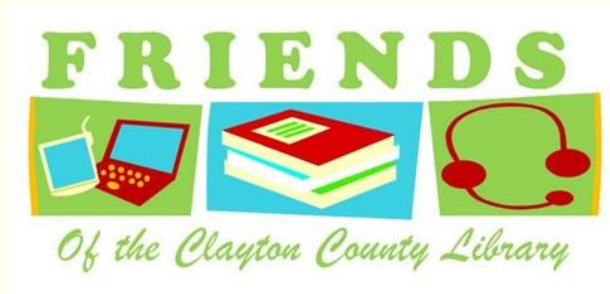
Example—Clipart Friends of the Library
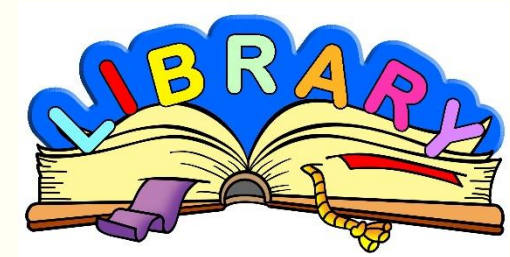
Example—Sample Friends logos
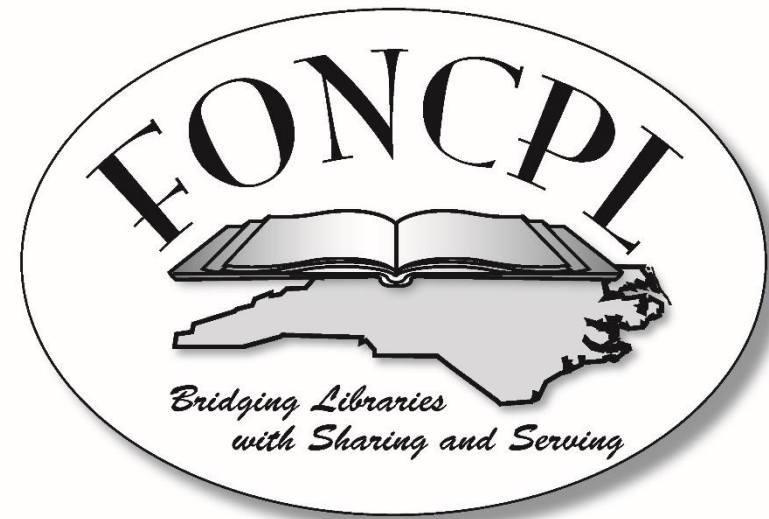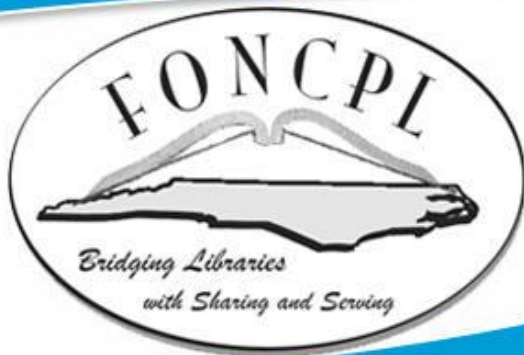
Example—Sample Friends logos

Example—Designer

If you have a lot of money and don't mind paying for a designer to create a logo for you from scratch, this is an example of choices that he/she might produce for your consideration:

FONCPL Logos Used in Past

Elements Liked

Combining Elements with Words

Getting There

Here are the points our Board discussed:

- Wanted a book, people, name, and tagline

- Excluded the overused people and hands graphics

- Wanted an oblong logo, but not one too wide (short side)

- Liked one below, but changes needed: flip the graphic vertically so people are climbing into instead of out of the "frame", match color of books and people to the colors in Friends, remove the word "the" (not part of our corporate name) and change "connecting" to "supporting."

Almost There

Below is what we got back from the designer.

Requested that she straighten the line of the yellow book, make the outreaching arm of the white figure more pointed at the end (like others), and that the arm of the white figure should more clearly touch the arm of the blue figure.

Final Design

Here is the final design.   The design cost was less than $100.   We received the logo in PDF, EPS, PNG and JPG file formats.

Side note: the Friends part of the logo is the title logo for the TV series Friends.   This logo image consists of only simple geometric shapes or text and does not meet the threshold of originality needed for copyright protection.

Does new FONCPL logo meet the test of a good logo?

1. Is it great typography (art of arranging a message in a readable and aesthetically pleasing composition)?

Yes. The fonts are clear.   The name stands out.   The tagline is short and pithy and represents the FONCPL mission.   The use of the TV show Friends logo has instant recognition for those who watched that show—conjures up warm, comfortable feelings. (remember from slide 4—symbolic connections to memories and emotions)

2. Are the colors simple?

Yes.   Used three strong bright colors: red, yellow and blue.   Colors of books/figures were consistent with colored dots between the letters in the word "Friends."

3. Are there strong visual elements?

Yes.   The books are representative of libraries. The stick figures are representative of Friends giving Friends a hand up. The figures are climbing toward the word "Friends" meaning they are aligning themselves with the group.

Overall grade: ★★★★★

Final thoughts...

- If you have a lot of money, you can pay a designer to create your logo, but you are still going to have to provide input.
- You need to know the "language" of the designer to communicate clearly the outcome you desire and the file formats you want.
- You can do the basic design yourself and let the designer clean it up for you for a lot less money.
- You want a logo you can be proud of.

There are three responses to a logo—yes, no, and WOW! Aim for WOW!

PARAPHRASED QUOTE FROM MILTON GLASER