

Getting started with your

LOGO DESIGN

STEP1



WHAT YOU HAVE IN MIND

Let us know your company name, along with any preference on colour, style, or specifics that you require. This will help us to ensure we are on the right track from the first draft.

STEP2



CHOOSE FROM OUR LOGO TYPE OPTIONS

There are 9 types of logo, shown pages 2-4. Choose the one that looks right for you if you're not sure, you can choose up to 3 styles

STEP3



PICK YOUR COLOURS

On page 5 We have a colour swatch that matches our range of Vinyls. We recommend choosing one of these, as it will make things easier if you ever decide to order vehicle graphics or signage. But if none of them are suitable, you can request a custom colour.

LOGO TYPES

1

BRAND MARK

Brand marks – or pictorial marks – are logos that are made up of a graphic symbol or icon, one that (usually) represents a real-world object. We're talking something simple and straightforward, like the outline of a tree or a coffee mug. This object could tell the story of what your company does – think Youtube's play button



2

ABSTRACT LOGO MARKS

Abstract logos are your conceptual, think-about-the-big-picture logos.

Like a brand mark logo, an abstract logo consists of just a symbol – but one that is tailor-made for you. This type of image doesn't necessarily mimic an object that exists in real life; rather, it's a unique logo that's designed to express something specific about your brand.



3

MASCOTS

Arguably the most family-friendly type of logo, mascots are images of a character or person that act as a visual representation of your business. Think of them as your brand's "spokesperson" – much of your advertising will be centered around them.



LOGO TYPES

4

WORDMARK LOGOS

These types of logos consist of text only – company names, monograms or initials.

Essentially, logotypes are just a company name set in some kind of particular typeface.

The CamelBak logo features the brand name in a bold, black, sans-serif typeface. A thin yellow horizontal line is positioned beneath the letters 'E' and 'L'.The Uber logo consists of the word "Uber" in a white, rounded, sans-serif font, centered within a solid black square.The Subway logo displays the word "SUBWAY" in a bold, sans-serif font. The letters "SUB" are yellow, and "WAY" is green. A yellow arrow points left from the "S", and a green arrow points right from the "Y".

5

LETTERMARKS (MONOGRAMS)

Think abbreviations. Lettermarks, or monogram logos, are typography-based logos that take the abbreviated initials of a company and spruce up their design a bit. Boom! You have a no-fuss, no-frills logo.

The Ikea logo features the word "IKEA" in a bold, blue, sans-serif font, set against a yellow oval background, which is itself centered within a blue rectangular border.The CNN logo consists of the letters "CNN" in a bold, red, sans-serif font. The letters are stylized with a slight overlap, giving them a three-dimensional appearance.The FedEx logo features the word "FedEx" in a bold, sans-serif font. "Fed" is purple and "Ex" is orange. A small registered trademark symbol (®) is located to the right of the word.

6

LETTERFORMS

Letterforms are the minimalist cousins of monograms – they're just one-letter logos. Of course, these logos should be bold and beautiful (read: designed well), since it is difficult for a letter alone to convey a clear message. Think Favicons ("shortcut" or website icons).

The WordPress logo is a circular emblem containing a stylized white "W" on a black background.The McDonald's logo is a golden-yellow arch, commonly known as the "Golden Arches".The Yahoo! logo features a purple circle containing a white "Y", followed by an exclamation mark.

LOGO TYPES

7

COMBINATION MARKS

The name is pretty self-explanatory, but combination logos incorporate – combine – both images and words into their design.

Combination marks logos are comprised of any combination of images and words that you choose; you can pair a letterform with a mascot, a monogram with an abstract image – whichever combination speaks to you the most.



8

EMBLEM LOGO

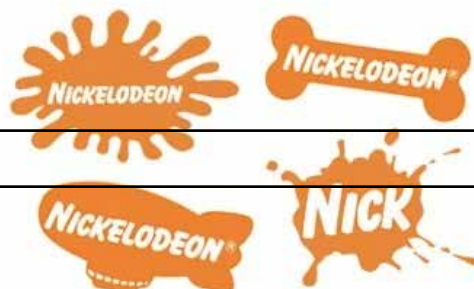
Even the name has that impressive, traditional feel. Emblems have stood the test of time, from family crests to the royal stamps of powerful monarchs. These logos consist of typeface that sits within a border – usually a seal or a crest. Think universities and government organizations.



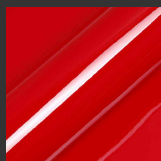
9

DYNAMIC MARKS

You could say dynamic marks are the new-age logo. Unlike other logos, this type of logo adapts itself to the context in which it's used. This means that rather than having one standard font-color-text combination in your logo, these elements can change – whether on the internet or on different branding materials.



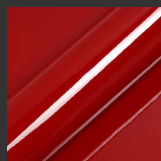
COLOURS



E3186B
lipstick



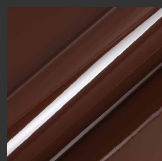
E3485B
fire red



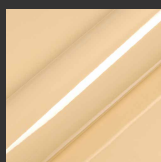
S5201B
wine



E3505B
burgundy



E3476B
brown



S5428B
beige



E3116B
light yellow



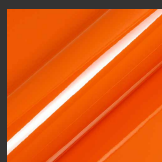
E3110B
intense yellow



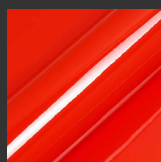
E3123B
gold yellow



S5137B
apricot



E3151B
orange



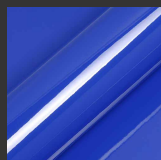
E3179B
sunrise



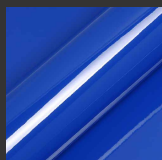
E3280B
sapphire



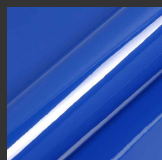
E3281B
dark blue



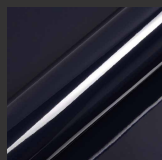
E3286B
Mediterranean blue



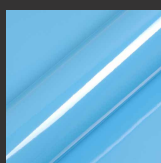
E3293B
traffic blue



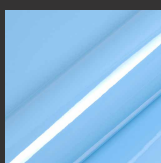
E3294B
permanent blue



S5532B
Dark navy



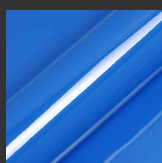
S5297B
Powder blue



E3297B
ice blue



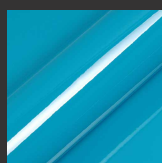
E3298B
olympic blue



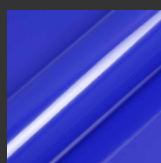
E3300B
continental blue



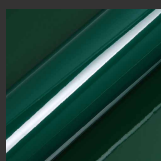
E3PROB
process blue



E3320B
turquoise



E3ELEB
electric blue



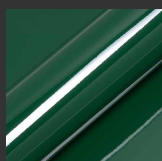
E3336B
racing green



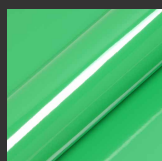
E3340B
kelly green



E3348B
emerald green



E3357B
bottle green



E3361B
almond green



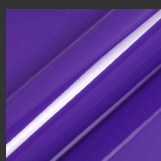
E3362B
bright green



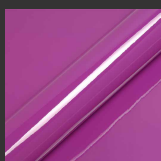
S5375B
Kiwi



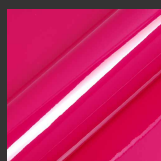
E3376B
lime green



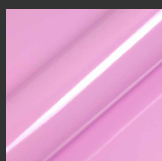
E3527B
purple



S5480B
violet



E3220B
fuschia



S5251B
Lilac



S5428B
Off white



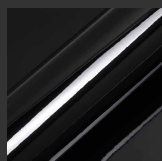
E3829B
white



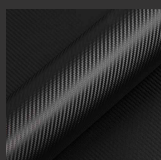
E3871B
gold



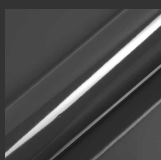
E3877B
silver



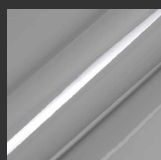
E3889B
black



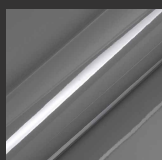
S5CANB
Carbon fibre



S5446B
Traffic grey



E3430B
grey



E3444B
dark grey

YOUR LOGO



STEP4

WHAT'S NEXT

Our design team will come up with three initial ideas based off the information you have provided

Let us know what you like or don't like & we will make amendments until you are happy with the final result

Your design fee covers up to three amendments, which is usually more than enough for us to hit the nail on the head! But if you change your mind or still can't decide, we will let you know the cost to try some new ideas.



STEP5

YOUR FILES

Once you're happy with your logo, we will send you a brand package which contains:

- ▶ Logo file in AI, EPS, PDF, JPEG & PNG formats
- ▶ Examples of your logo on some of our products (vehicles, signs, clothing, banners, mugs etc)