



What's in a logo?

The logo is the most visible identifying mark associated with any organization. So it's in any group's best interests to make sure it's appealing and memorable.

Here are a few qualities that good logos have in common:

- Simplicity
- Readability, clarity
- Original, unique
- Appropriate
- Reproduces in any size (1/2" is a good test size for reduction)
- Adaptable, versatile; reproduces in any medium
- Consideration of positive and negative space
- Predominance of black (heavy marks tend to be simpler, offer more contrast to surrounding type, and withstand reduction more successfully)
- Natural containment, viewed as a single unit (avoids a "strung-out" look)
- Good memory retention, easy identification, high recall
- Stimulates visual interest (aesthetically pleasing)
- Positive association of all elements (no incorrect or negative connotation)
- Represents accurately
- Is not highly stylized or dated (unless appropriate)
- Universally understandable (consistent meaning across cultures and backgrounds)
- Understandable to many audiences (if applicable) or to a specific audience (if applicable)
- Easily learned and easily taught
- Should work in black & white (color may be added to enhance the mark, but it should not depend on color for visual success)

Article provided courtesy of Marketing Directions, Inc., Westlake, Ohio.