



# Designing a logo that connects with your customers.

## Creating a business logo isn't easy.

Your logo is often the first point of contact between a customer and your brand, and as such, it will play a crucial role in creating a lasting impression. A great logo design should be memorable and is essential for creating a solid brand identity, building customer trust and loyalty, and standing out from the competition.



### The six most important things to keep in mind when designing your business logo.



#### 1. Research the market and analyse your competitors:

Before starting the logo design process, it's essential to research the market and analyse competitors' logos. Comprehensive research helps to understand what works well in the industry and what already exists. By identifying the gaps in the market, our designers would create a unique logo that stands out and effectively communicates your brand's values.



#### 2. Understand the brand and know your target audience:

To create a logo that resonates with your brand's values and appeals to your target audience, we must thoroughly understand your brand's principles and target audience. Doing this ensures that our logo options represent your business and target audience. Also, knowing your target customers' demographics, likes, and interests can significantly influence the logo's design choices in shape, form, colour, font choice and graphic style.



#### 3. Keep it simple and memorable:

Keeping the design simple is crucial in creating a memorable logo since it's easier for the target audience to remember and recognise, thus establishing brand recognition. An overly complex logo can often be overwhelming and unmemorable. The ultimate goal for any designer should be to create a memorable and instantly recognisable logo, just like some of the best brand examples, such as Apple and Nike, which are so simple, iconic, and unique that everyone wants to be associated with them.



#### 4. Scalability matters:

When designing a logo, you should always create it to look its best at specific sizes and resolutions. Always design your logo with built-in scalability to enable you to enlarge and reduce the logo beyond its intended size quickly. This will ensure that the logo looks good across all mediums, including digital and print. A vector-based, scalable logo will also enable you to quickly produce different single colour schemes without recreating the entire design, making it less time-consuming and costly.



#### 5. Choosing the right colour combinations and font family:

Selecting the right colour combinations and font family is crucial for creating an effective logo. Colours can evoke emotions and communicate the brand's values and personality. At the same time, fonts affect legibility and memorability, and convey the brand's style and tone. Achieving a balance between the two that reflects the brand's identity and resonates with the target audience is essential. Finding the perfect colours and font combination may be challenging. Still, a skilled designer can help ensure your logo is memorable and engaging for your target audience.



#### 6. Test and refine your design:

Testing and refining the logo is crucial in the design process. By gathering feedback from the target audience, the designer can gain valuable insights into what works and what doesn't. This feedback can speed up decision-making and ensure the logo effectively communicates the brand's identity and resonates with the target audience. Look to test your logo options through various methods, such as surveys, focus groups, or social media polls. Carefully refining your logo based on feedback can help improve its effectiveness, increase brand recognition, and ultimately lead to a more successful logo design that resonates and truly represents your business.



## YOU SAY IT BEST

"The Pixel8 team have become a fundamental part of the External Relations team at CHS. They take the time to really understand all our projects, our school and the wider sector, plus they ask the right questions, help us shape the right strategy and respond to any brief with well thought through creative solutions. They push us constantly to try new approaches and genuinely seem to care about our work.

**I couldn't recommend the team at Pixel8 highly enough."**

