

Designing a Logo

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The Diet Group

GOOD LOGOS

VS

BAD LOGOS

1. COMMUNICATION

Goodwill's logo shows the viewer what to expect when interacting with their business as well as their purpose.



2. VERSATILE

Nike's swoosh logo is able to be used on all marketing materials including clothing, shoes, and other platforms.



3. SIMPLE

Target's logo has the few elements to effectively get its message of "Expect more, Pay less" across.



1. CONFUSING

The 2012 Olympic logo isn't representative of London at all, and is confusing as to what the odd shapes of the numbers represent.



2. NOT VERSATILE

On top of Animal Planet's logo being confusing, it also doesn't work well as an icon, rendering it not versatile.



3. TOO COMPLEX

Starbucks' logo has too many unnecessary parts to it that don't add anything to the message it is trying to get across.







Logo Icon Ideas

My Favorites



Fonts

REVIVAL

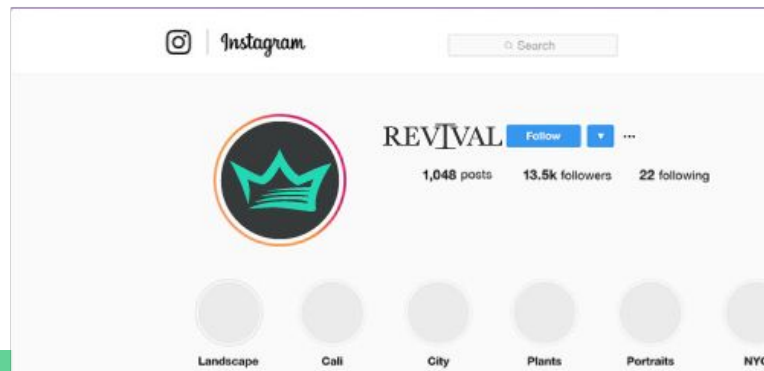
REVIVAL

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Products



Thank
You!