LOGO DESIGN
GUIDELINES BY

JUGGY

This ebook by Juggy aims to help business owners (small, medium & big businesses) around the world make informed decisions regarding their logo that is going to represent their business for a long time to come.

In the vast sphere of branding, logos range from extremely intricate to surprisingly minimalistic. And it can get very overwhelming for them to decide which style of logo should they adopt. And how to make sure the logo they finalise is "right" for them. Would it stand the test of time and will be strong enough in the face of competition with their business rivals.

This ebook is about ten aspects of logo design (basically ten tests) that your logo should pass to be absolutely certain that you are not making a mistake. Let's go.

01 - Simple

A simpler logo is not just better for your business. It is absolutely essential.

Your logo should be so simple that a five-year-old can draw it on a piece of paper.

As a graphic designer you can achieve this by subtracting all the unnecessary design elements from a logo. Do that until you are left with what is absolutely essential. That's the core of your logo.

Logos that are overly complex and intricate end up causing problems in the long run. Logos with too many fine lines and details are hard to embroider on fabric. They are difficult to paint on walls.

And they become unrecognisable when used in tiny sizes, like app icons and favicons.

02 - Memorable

Once we have a simple logo, it's time to make it memorable, with a touch of craft.

I started designing the Orient Tanks logo with just the plain blue O. It was simple. But not memorable. For that, I added the tank cover and two shoulders on either side. That's an O that you will remember.

Getting back to simplicity, you won't see any unnecessary (decorative) design elements. The logo is in use for about a decade and perfectly doing it job. It's used in more types of media than we had initially planned for.

Memorability is difficult to guess initially. It takes experienced business owners and designers to foresee that a logo shall not be easily forgettable by our existing and perspective customers.

03 - Distinct

**You are not making the logo for
your industry, but your own business.**

90% of dentist logos are a tooth graphic,
one way or the other. 90% of salon logos are the
face of a pretty woman. And a distinct logo
should look nothing like those 90% logos.
That means no burgers and chef-hats for café
or bakery logos. No forks & knives either.

Vegetarian Sardarji is a food blogger from
New Delhi, and his logo is something unique.
The vegetarian mark edited to have a turban.

You should never force your industry-related icons
in your logo. Although, an exception can be surely
made if you have a genius idea to marry the two.

Logo for Nirvair Pannu, a Punjabi music artist
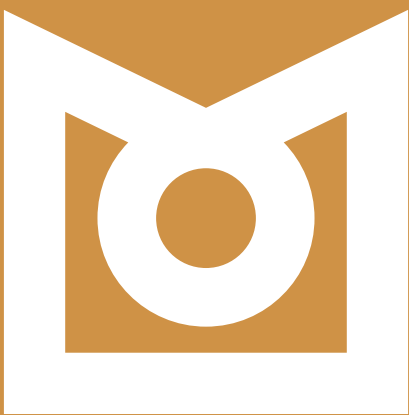

Logo for First Step, a study abroad consultant

A cattle-feed brand logo

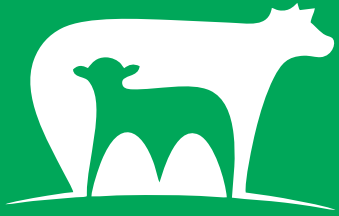A nutritionist's logo

A pizza shop logo

A salon's logo

A music production company's logo

04 - Appropriate

A playschool logo shouldn't give the vibe of a strip club. A hotel logo shouldn't look like an NGO's logo.

In logo design (and life) we shouldn't break rules just for the sake of breaking rules. Each business industry has its aesthetics and themes. And while it's a thing of courage to break away from norms, it would be highly embarrassing to go wrong in doing so.
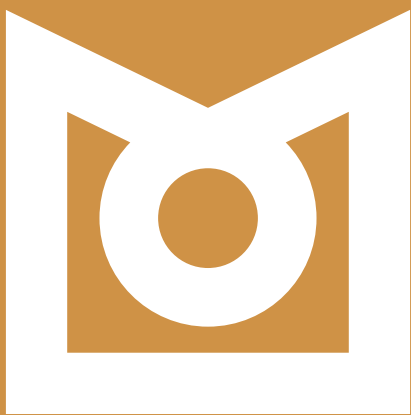
A cattle-feed brand logo

A nutritionist's logo

A pizza shop logo

A salon's logo

A music production company's logo

05 - Timeless

Being trendy is cool, but what's cooler is Timelessness.

Trends come and go, in all sorts of shapes and sizes. Neon gradients, grunge effects, mute colours 3D logos, luxury typefaces, swirls... but logos that last do not follow seasonal trends.

Mercedes, Apple, Nike, Google, IBM... All these iconic logos have stayed fresh and relevant through decades. So, next time you have doubts about the effectiveness and longevity of a logo, just compare it with these world-class marks and you shall see if they have in them to perform.

06 - Original

This sounds like an absolute no-brainer, but how many clients can know that a logo presented to them by a designer is an original or a copy?

There are millions of logos available on the Internet at the click of a button. In this easy-money culture, it becomes tempting for some designers to copy something off Google Images (or Pinterest or Stock Photos) and present it as their creation. It saves them time and effort. But it can put your whole business in jeopardy. Imagine using a logo for five years only to be sued by a company that's been using it for ten years!

Clients cannot be expected to recognise every single logo available on the Internet.

For the peace of mind of my clients, I give them a 'Certificate of Originality' for each logo. You should ask your designer the same.

How to check if a logo is copied from the Internet?

The simplest way to check it is Google Images search. Upload your logo file (.png or .jpg) in the Google search bar and hit enter. It will show you the results with all the occurrences of the same (or similar) logo that already exist online on any website around the world.

How to hire the right logo designer for your brand?

Start with a background check on the designer. How long have they been working? Check their portfolio for consistency. If they are consistently creating good work, it's a green flag. Check social-proof with their client reviews. Try contacting their existing clients for advice. Talk to them about everything you learned in this ebook. You will get a fairly good idea.

07 - Rivalproof

Ability of a logo to win against the logos of your competition and some of the biggest brands in your industry.

It's an important task to test your logo against your present and future business rivals. Not just rivals, but also the biggest brands in your industry that you aspire to be like in near future.

So, while designing (or judging a logo) it's always a good place to start, by putting those logos side by side to yours.

Place your logo in the middle of the biggest and the most famous logos in your industry. The point of doing this is to make sure that your logo fall flat, or appears weak and inadequate in front of them, in any aspect.

08 - Blackproof

Testing if your logo works in Black & White is an acid test for your logo.

It should be possible to convert your logo into its Black and White version without losing appearance, meaning or effectiveness.

Dear designers, always start designing the logo in black and white. That way you are pre-building this aspect, inherently in the logo.

It's only after the idea and form are in place, should you touch the colour palate.

09 - Colorproof

Single colour logos are invariably the strongest logos. They can be given any color at the click of a button. Without worrying about what the other colours in the logo would need to be. This gives brands freedom to build promotional campaigns with varying themes and flavours during the lifetime of a brand.
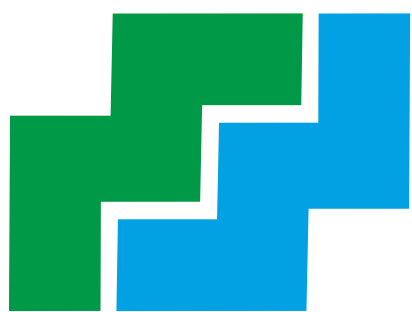
10 - Sizeproof

You will need to use your logo on 40-feet wide billboards and 10 pixel tiny icons. Your logo should work flawlessly in all sorts of situations.
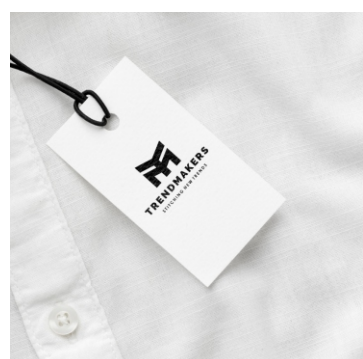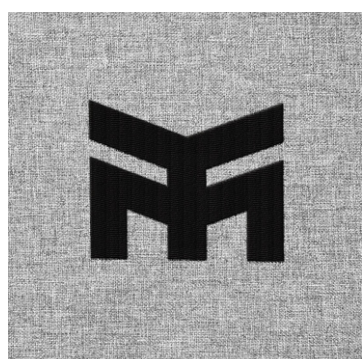
11 - Mediumproof

From embroidery, paper bags, acrylic signs, tags, plastic tape, app icons... your logo will appear on more materials, textures and contexts than you have yet considered.

Future is unpredictable.
Only a logo that passes all these tests
(and maybe many more...)
will be able to adapt to changing
technologies and scenarios.

I will be writing more such
short ebooks on other aspects of
logo design, branding, creative advertising
and social media.

I hope this ebook was helpful.
If it was, please put up a story about it,
tagging me. I will be more than
happy to connect with you more often.

All the logo examples used in
this ebook are designed by me.
More of my work can be seen at

instagram.com/logos.by.juggy

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Happy Brand Building!