

STUDY MATERIAL

Creative Logo Design

**NID | NIFT
CEPT | NATA**

**ENTRANCE EXAM COACHING
& PORTFOLIO PREPARATION**

**620+ students got selected at premier
design institutes**



HEAD OFFICE - Ahmedabad

3, Abhishree Complex, Opp. Star Bazaar, Satellite | Ph: 079 - 40050000

BRANCH - Bhavnagar

102 " DEVVAN ", Plot no. 1895, Krishnanagar, Aatabhai Road, Opp. Joggers' Park
M: 95862 29900





Creative Logo Design

A Logo is a design symbolizing ones organization.

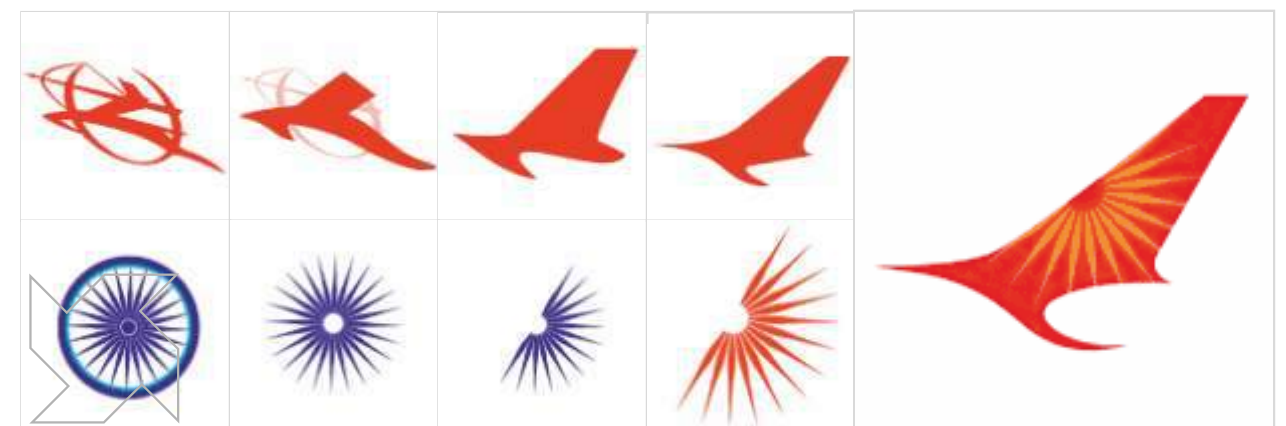
Logotype is a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition. You may also think of a Logo as a simple visual mark to identify your company product or service.

A successful logo should be

- **Memorable**
- **Work in COLOUR of same family**
- **Be readable at a small size**
- **Suitable for the industry**



(What makes a good logo? A good logo is instantly recognizable, simple in form, easy to remember, built for longevity, and able to fit different mediums of branding material.)



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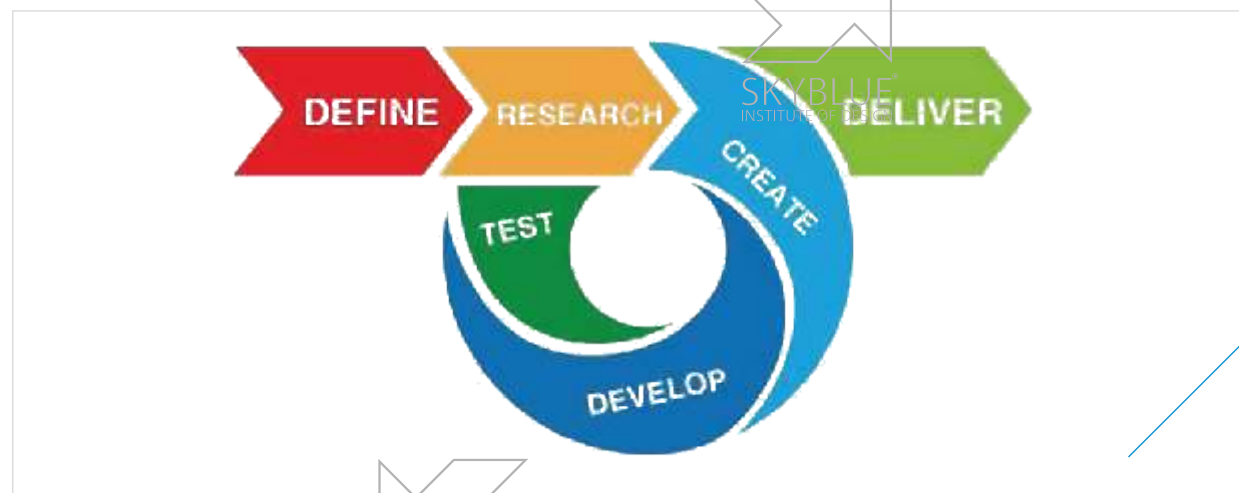
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Basic tips are matter in logos

| | | | |
|---|----------------------------------|---|------------------------------------|
| 1 | Make it Simple | 5 | Everlasting |
| 2 | Remarkable | 6 | Choose Right Color |
| 3 | Suitable for Brand Industry | 7 | Still attractive and usable in B/W |
| 4 | Not depending on other trademark | | |

Process



Example of some logo's and their History

Brand: Shell (Petroleum)

| | | | | |
|------|------|------|------|------|
| | | | | |
| 1900 | 1904 | 1909 | 1930 | 1948 |
| | | | | |
| 1955 | 1961 | 1971 | 1995 | 1999 |

Brand: Coca Cola (Beverages)

| | | | | |
|------|------|------|-------|------|
| | | | | |
| 1886 | 1890 | 1900 | 1905s | 1940 |
| | | | | |
| 1950 | 1969 | 1985 | 1987 | 1993 |
| | | | | |
| 2003 | 2007 | | | |

Brand: WWF (World Wide Fund for Nature)

| | | | |
|------|------|------|------|
| | | | |
| 1961 | 1970 | 1986 | 2000 |

Story of Hindustan Unilever Logo

Why they stuffed this?

It may look simple but have a very deep meaning of its each part.



The logo consists of twenty six icons intricately woven together to form a "U"

SUN

Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim Fast and Omro all use radiance to communicate their benefits.

HAND

A symbol of sensitivity, care and need. It represents both skin and touch.

FLOWER

Represents fragrance. When seen with the hand, it represents moisturisers or cream.

BEE

Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.

DNA

The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.

HAIR

A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.

PALM TREE

A nurtured resource. It produces palm oil as well as many fruits – coconuts and dates – and also symbolises paradise.

SAUCES OR SPREADS

Represents mixing or stirring. It suggests blending in flavours and adding taste.

BOWL

A bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.

SPOON

A symbol of nutrition, tasting and cooking.

SPICE & FLAVOURS

Represents chilli or fresh ingredients.

FISH

Represents food, sea or fresh water.

SPARKLE

clean, healthy and sparkling with energy.

BIRD

A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.

TEA

A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.

LIPS

Represent beauty, looking good and taste.

ICE CREAM

A treat, pleasure and enjoyment.

RECYCLE

Part of our commitment to sustainability.

PARTICLES

A reference to science, bubbles and fizz.

FROZEN

the plant is a symbol of freshness, the snowflake represents freezing. A transformational symbol.

CONTAINER

Symbolises packaging - a pot of cream associated with personal care.

HEART

A symbol of love, care and health.

CLOTHES

Represent fresh laundry and looking good.

WAVE

Symbolises cleanliness, freshness and vigour.

LIQUID

A reference to clean water and purity.

What you need to understand before designing your logo

Before you design your logo, you need to understand what your brand represents.



Once you understand your brand...

Think about images, colors and styles that might represent the idea your brand stands for.