

LOGOS AND PROMOTIONAL PRODUCTS



EFFECTIVE LOGOS DO THREE THINGS:

1



Visually represent brands in the most basic forms

2



Build trust and brand recognition

3



Make companies or brands stand out from the competition

- At the top of websites
- In printed stationery
- On marketing materials
- On company vehicles
- In email signatures
- Across social media platforms
- On exterior shop/store signage
- Across an array of products on shelves
- On promotional products

VERSATILITY

Versatility is of the utmost importance, especially in today's marketplace where brands are visible across of range of media – from the top of letterhead and business cards, to social media icons and more. Here are some places to start when evaluating how versatile a logo is (and this is just a start!):

APPLICATIONS

Promotional products are an affordable way to market businesses. Keep in mind that products should be things that the recipients might use on a daily basis so consumers will interact with them regularly. Good examples include pens, coffee mugs, mouse pads, calendars, keychains and shot glasses. To stand out even more, find creative products that other brands don't typically hand out, maybe flashlights or detachable keyboards.

Another consideration is the decorating process that will be used to apply logos to products:



Heat transfer



Silkscreen



Etch or laser engraving



Debossing



Pad Print



Digital Laminate Panel

We know the three factors we have to take into account when designing a logo: name, color and font. The more complex a logo is, the harder it will be to remember. For example, if a logo has lines, backgrounds, combinations of 5 colors and 3 fonts, it will be very difficult for target audiences to recall.

✓ NAME

✓ COLOR

✓ FONT

SIMPLE VERSUS COMPLEX

LOGO ADAPTIONS

There are many examples of brands that have been adjusted. These logos have not lost their essence, but have adapted to new trends and especially advertising (whether on television, written or internet). In all cases, less is more.

1. PINTEREST

This is the case of a brand with two logos. We have the complete one, where the entire name is included and the icon, which is for items such as apps, responsive websites, the favicon. Because the name is very long, if it always appears, readability could suffer.

Pinterest



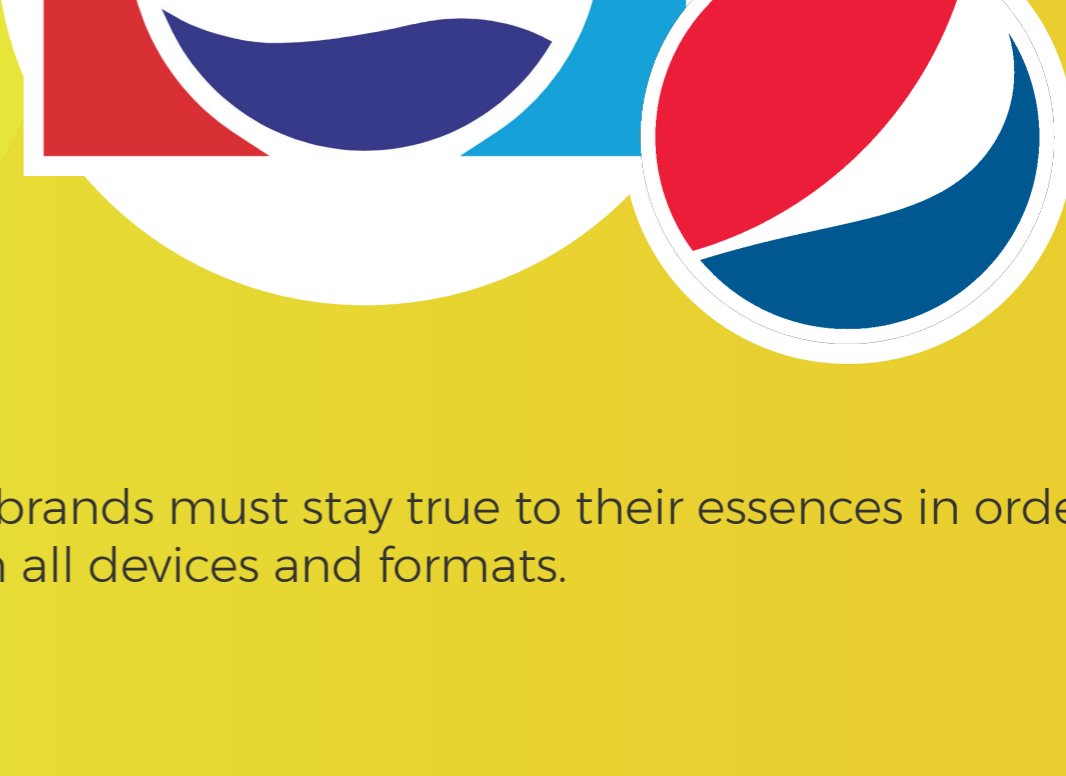
2. APPLE

It is perhaps the logo with the most substantial changes. The first icon had a complexity that would eventually become obsolete. Today, we are all clear what the Apple logo is, which clearly has become iconic.



3. PEPSI

It is not a digital brand, but has been adapted to new digital trends for design. This turns the logo to something that is almost an icon, which is recognizable even without the company name.



Not all logos must be converted to lines logos and icons, but brands must stay true to their essences in order to be distinct. Plus, it should be confirmed that logos work on all devices and formats.

CONFIRMING VERSATILITY

Printed in One Color. If it works as one color, while still communicating a concept, it is a strong and effective logo design.

Printed in Reverse (e.g. white on black rather than white). Sometimes logos have to be reversed, so check they should work both ways.

Size of Stamps or Social Avatars. More often than not, logos will be seen as people scroll through their social feeds. This means they must still be recognized when small or quickly passing before viewers' eyes.

Large as Billboards. On the rare occasion logos are seen at scale, they need to look as sharp and crisp as they do when smaller.

With and Without Typography. Often logo marks can become isolated from the wording that accompanies them. As a result, it's important that both work separately.

Consistency is everything in branding and the best way to establish and ensure it continues is through a brand style guide. This should include:

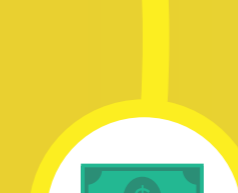
- Expectations for logo styles, fonts and colors
- How photography, icons, illustrations and more should be used
- Common mistakes to avoid
- How the logo should be adapted for various media, including promotional products (e.g., an elongated version with the logo mark next to the name for a pen, a stacked version for a printed brochure or a curved version for sewing on a ballcap)
- In what situations is the tagline required

ESTABLISHING STYLE GUIDES



FINAL SPECIFICATIONS

Logo design is a subjective and artistic discipline. Communication is essential to gathering the information needed to do the desired work and capture feedback for customer satisfaction.



Timeframe. How long will it take to do the work compared to how quickly you need the design?



Price. How much does a logo design cost (never make the decision solely on price!)?



Communication. How do they communicate with you? How do they capture your clients' needs and handle revisions?

Sources:

- "7 Easy Steps to a More Effective Logo Design", Canny.
- "How to Put My Logo on Products", Hawk Graphics Inc., 11/15/17.
- "The Importance of Having Your Logo on Promotional Products", Raleigh Public Record, 5/1/18.
- "The Logo Toolbox: a Checklist of Logo Formats", Small Business, Inc., 3/16/18.
- "6 Examples of Logo Redesigns Adapted to New Formats", Silo Creative.
- "How to Create a Brand Style Guide", HubSpot.

marketing@ideacustom.com

www.ideacustom.com

