

Logo Shortcut – Cheat Sheet

Embarking on a new business journey is exciting yet demanding, and creating a logo shouldn't add to your stress. Make it fun and memorable with this simple system.

The Logo Shortcut Cheat Sheet is designed for resourceful entrepreneurs wanting to move quick. With this guide, you'll create a compelling logo that encapsulates your brand's spirit and appeal. Remember, your logo is not just an image—it's the story your brand tells and the promise it makes. So let's dive in and start shaping your visual identity in a way that truly represents your offer and resonates with your customers! We recommend using Canva if you're new to design, but feel free to use any software you're familiar with.

1. Understand Your Brand:

Before starting the design process, you need to have an understanding of your target audience, and what message you want to convey with the logo. This includes knowing who your customer is and defining your brand compass.

IDEAL CUSTOMER PROFILE

To start developing a customer profile, begin by identifying key demographics of your ideal customer such as age, gender, location, income level, and occupation. Then delve deeper into their psychographics - their interests, values, challenges, and lifestyle - to understand what motivates them and how your product or service fits into their lives. Get a real sense of who this person is and design for *them*. [Here's an editable template](#) to help you get started.

BRAND COMPASS

A brand compass is a strategic tool that guides all branding decisions by defining core elements. These elements include your business Purpose (*why it exists*), Vision (*what future it hopes to create*), Mission (*how it will create that future*), Values (*the principles that guide its decisions*) and Position (*how you're different*). By using a brand compass, you ensure that every aspect of your brand, from logo to marketing, aligns consistently with your overall identity.

- **Purpose.** Why does you exist?

Why? Why are you doing, building, and making this? Why are you starting this business?

- **Vision.** What you'll achieve.

What are the goals for your business? Think beyond financials and focus on the impact it can make.

- **Mission.** How you'll achieve it.

What steps are you going to take to achieve your vision and what are the milestones along the way?

- **Values.** What do you stand for?

What are the beliefs, philosophies, and principles that will drive your business?

- **Position.** How you're different.

What makes you stand out from the competition and look more attractive to your customers?





2. Draw Inspiration:

Explore logo design ideas related to your industry. Look at your competitors, but remember that your logo should be unique. Use platforms like [Pinterest](#) or [Behance](#) for inspiration. During this stage, consider creating a mood board.

A mood board is a visual tool that helps you curate and collate your ideas and inspirations. You can include colour palettes, images, patterns, typography, or any other visuals that resonate with your brand. This will serve as your creative springboard and guide your logo design process.



3. Choose the Right Type of Logo:

There are several types of logos such as:



- Wordmark
(Just stylized text, e.g., Google)



- Lettermark
(Just letters, like a monogram, e.g., IBM)



- Brandmark
(an image or symbol, e.g., Apple)



- Combination mark
(text and symbol, e.g., Adidas)



- Emblem
(text inside symbol, e.g., Starbucks Classic logo)

We recommend a new business starts with a Wordmark!

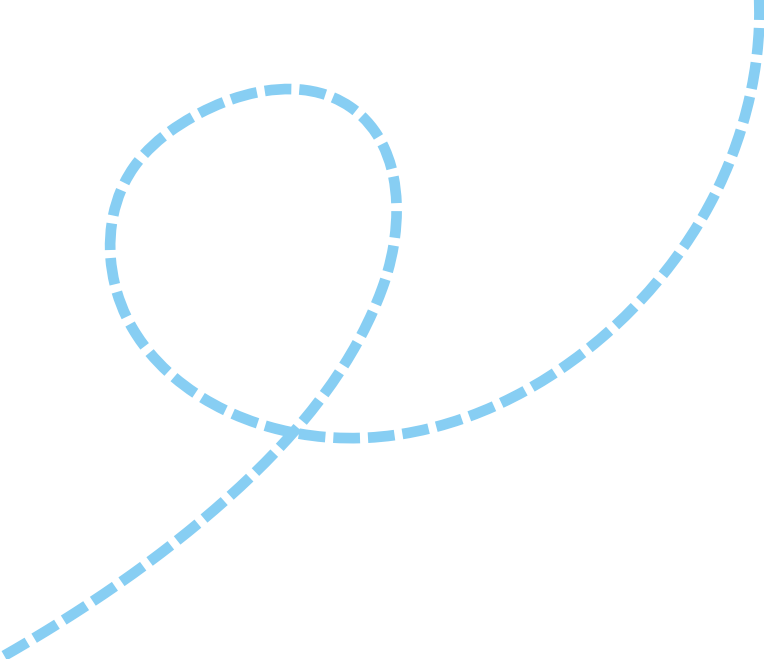
WHY A WORDMARK?

Wordmarks are a fantastic starting point due to their simplicity and versatility. A wordmark can quickly and effectively communicate your business name and brand to your audience at a glance.

In the early stages of a business, recognition is crucial. With a wordmark, you're directly associating your brand's name with any visibility or reputation you build. It's also simpler to design, requiring less time and resources compared to a brandmark or emblem.

Plus, it offers immense versatility - a well-designed wordmark can be used in any context while maintaining its clarity. As your business evolves, a brandmark can be introduced and paired with the wordmark to add additional layers of visual meaning.





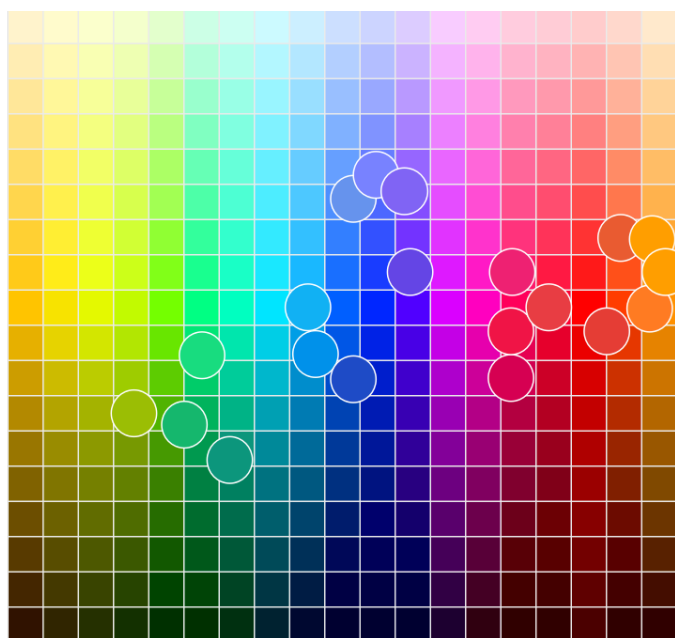
Aa Bb C
c Dd Ee

4. Choose Your Colour:

Colours carry emotions and meanings. For example:

- **Red** is often associated with passion, excitement, and urgency.
- **Blue** conveys trust, reliability, and calm.
- **Yellow** suggests optimism, warmth, and creativity.
- **Green** is linked with growth, nature, and stability.
- **Black** communicates sophistication, power, and elegance.

Choose a colour that aligns with your businesses personality, being mindful of the emotion it invokes and how it resonates with your target audience and industry.



5. Select Typography:

The fonts you use in your logo will convey a feeling about your brand. Here are some general feelings associated with different types of fonts:

Serif fonts (*like Times New Roman or Georgia*)

Serif fonts often communicate tradition, respectability, and reliability. They're commonly used by established, traditional businesses and publications.

Sans-serif fonts (*like Arial or Helvetica*)

Sans-serif fonts convey a sense of modernity, simplicity, and cleanliness. These are often used by tech companies or startups to portray a forward-thinking, innovative image.

Script fonts (*like Brush Script or Pacifico*)

Script fonts can range from elegant and formal to casual and friendly, depending on their specific style. These can be difficult to read so if you're considering a script font, make it secondary or an accent.

Display fonts (*like Bebas or Impact*)

Display fonts are typically used for headings or campaigns and are very impactful and expressive. Like Script fonts, they can be difficult to read so they are best used as secondary fonts or for large, attention-grabbing headings. They can make good wordmark fonts as long as they are legible.

Remember, your choice should depend on your brand's personality and the feeling you want to evoke in your audience. Think back to your brand compass and customer profile and use them to guide you in the font and colour picking process.



6. Create and Refine Your Design:

Start with a simple sketch, then refine it using Canva's logo design tools. Experiment with different variations before settling on a final design. Remember, simplicity is key.

Access our [canva logo templates](#) here to see how you can use font widths, weights, and spacing, along with shapes and colour to make your logo unique!

Or, for just \$7, you can access our [Logo Shortcut](#) video walk through. This mini-course is led by a professional graphic designer and dives deep into creating your businesses first logo.

7. Get Feedback:

Share your design with trusted colleagues, mentors, or target audience members to get their feedback. This can provide valuable insights and suggestions.

8. Final Logo Checklist:

- It's legible even if you zoom out
- It can be reproduced in a solid colour or all white
- It's versatile and can work in horizontal and vertical applications
- It was built with your ideal customer in mind - it looks like something they would respond to and like the look of
- You love it and can't wait to share it!

9. Finalize and Download:

Once you're satisfied with the design, finalize it and download in various formats for different uses:

- .png for online use. Make sure you select the transparent option.
- .svg for print and scalable design. If you're asked for an Illustrator or .ai file, this is it.

Conclusion

As you start designing your first wordmark, remember that your logo and brand will evolve over time. It's a process of discovery and refinement, and it's okay to start simple. In fact, simplicity often leaves a stronger impression and provides room for growth.

As your business expands and you get to know your customers better, you can revisit and refine your logo to reflect those insights. The key is to keep moving forward and to listen closely to your customers.

Remember, your logo is the beginning of a conversation with your audience, and like any good conversation, it will deepen and evolve over time. Happy designing!

