

# Logo Design Guidelines

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Kaleidoscope Consulting Group has developed a guide to help you identify and clarify your needs for developing your logo. Please take a few moments to review the items below. This is the framework that we will use to develop your new logo.

## 1. Define What Your Logo Should Convey

Basic questions ask:

- 1) What is the 'look and feel' that I want my logo to convey
  - Should the design be feminine, masculine or gender neutral?
  - Should it be powerful, warm, trustworthy or sales driven?

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- 2) What adjectives come to mind when you think of your company
  - Powerful, sophisticated, corporate, edgy, hip, conservative

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- 3) Who are the intended audiences?
  - Men, women, children, ethnicity

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- 4) What makes your company different from your competitors?
  - This will help us convey what makes you unique

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Try to think of any other questions that will reveal the true purpose of your logo. If other people have ideas or questions, consider including those, too.

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## 2. Type of Logo

Consider the type of logo that you want developed. Do you want a text driven logo or a logo with an icon? Below are sample brands of the different types of logos.



Text Logo



Icon Logo



Icon Logo



Text Logo

Take a moment to write down a few logos of other businesses that you like.

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### 3. Fonts and Concepts

Consider what types of fonts and concepts grab your attention. Do you respond to script fonts or bold fonts?



**Blend of script and block**



**Script Font**



**Bold & Conservative**



**Playful Font**



**Sophisticated Font**



**Feminine & Seasonal Font**

### 4. Competitive Analysis

Knowing your competition is a good way to learn about your own logo. Whether you are casually browsing your rival's website or seriously evaluating each and every competitor, you need to be aware of what logos your computers are using. To get started, go to your competition's websites and look at their logos. Use search engines if necessary. Evaluate pros and cons of key logos.

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### 5. Tagline

Many new businesses need a tagline to explain the products and services. For example the name Kaleidoscope Consulting Group does not tell you anything about the business. By adding a tagline, one immediately knows what we do. (See logo at footer of page)

Taglines should succinctly describe your business model. If you want to use a tagline, use the space below to draft a few concepts.

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### 6. Other

Take a moment to write down any other thoughts you may have regarding your logo.

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Kaleidoscope Consulting Group can help you work through most of the requirements. We will guide you along every step of the way. This form should be used as a starting point to developing a great logo for your company.