How to create a logo for your business

By Sophie Baker   23 Mar 2015

Your budding business will need a logo if you want to become visible to potential clients, but because logos are such a crucial aspect of your business, there are a lot of things to consider...

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How do you go about creating a logo that is memorable and which suits your business?

Start with an idea of what you want. Your logo should reflect what you do, if possible.

There are three main types of logo:

Font-based, logos that depict what you do, and graphic images or symbols which are generally abstract and not related to your businesses' goods or services.

Unless you have money to burn, it is probably best to leave the third category of logo well alone. Nike's symbol is a good example of this - it took years of success before this logo became synonymous with the brand. The best choice is probably a logo explaining what you do. For instance, painters can use a brush as part of their logo, or IT companies can incorporate a computer.

Think about colours. You want something that will stand out but isn't too busy. A bright colour like red, green or yellow can

be effective but try not to overload the image. Obviously, this is somewhat dependent upon your chosen area of business. Bright colours might be completely suitable if you're running a nursery school, adventure sport centre, or florist. If you're providing consulting services, plain would be better.

Above all, keep it simple but not boring. Some of the most recognisable logos in the world are as simple as can be. McDonald's, Nike, Apple, BMW, Volkswagen, Microsoft or Coca-Cola are all examples of logos known to millions, but which are very simple and easy to remember.

Once you have an idea of what you want, there are a lot of free logo design websites you can access to try out your ideas. Although it isn't advisable to use a logo from one of these sites as your finished product, it gives you a mental picture of what you might like.

After these initial stages, it is a good idea to consult a graphic designer. You can show them the logo you designed online if you want them to have a starting point to work from. They will be able to present you with various options for a finished logo, all of which will be professionally designed and altered to fit your requirements. They are likely to present you with something you could not have thought of or designed yourself, which you love, or which they can tweak a little to make perfect.

Remember to test out the logo. Take your favourite options and ask family members and friends for their honest opinions. A logo is often the first thing that potential customers will see of your business, so it is worth investing some time and money to ensure you have one you are 100% happy with.

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