

# LOGO DESIGN PLANS

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DIGITAL BRANDING WORKBOOK

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**Final logo review** - Grid / Colour / Free Space

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GALLERIAFORBUSINESS.COM

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## A NOTE FROM GALLERIA4BIZ

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### LOGO DESIGN DIGITAL BRAND WORKBOOK

Now you can start your business identity with the most important part, the logo.

#### MAIN OBJECTIVE

This workbook was developed to educate and inspire your start-up business logo research and development process.

#### WORKBOOK GOAL

This workbook can be downloaded and printed for your convenience. You can also share this workbook with anyone you think can utilize this information the most; teammates, family, friends and future entrepreneurs. "Boss Up" and start branding like a boss.

**LET'S SET GOALS WITH THIS WORKBOOK &  
SURPASS THEM!**

# WORKBOOK CONTENTS

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# LOGO STATER-KIT

## LOGO TYPE

*1. Which words in the company name do you want to emphasize?*

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*2. Do you want to include a tagline or slogan into the logo?*

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## YOUR VISION & SUGGESTIONS

*3. Do you envision something for the logo? Graphically speaking, what should the logo contain?*

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*4. Are there any restrictions to consider when designing the new logo? Is there anything that must be included, like existing brand elements, words or icons?*

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## LOGO PURPOSE

*5. Where will the logo be mainly used Print, web, etc and how frequently?*

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6. Is the logo designed for internal, rather than external needs?

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7. Is the logo for the company or a product?

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## LOGO COLORS

8. What colors or color palettes do you like for your logo?

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Primary Color

Secondary Color

Accent Color #1

Accent Color #2



Blues



Reds



Dark



Aquas



Orange



Light Neutrals



Greens



Pinks



Colorful



Purple



Yellows

## LOGO FONT OPTIONS

### 9. What type of fonts do you like for your logo?

Primary Font

Secondary Font

Accent Font #1

Accent Font #2

#### BASIC

Sans serif

Serif

Fixed width

#### FANCY

Cartoon

Comic

Groovy

Old School

Curly

Western

#### DISTORTED

Horror

Fire, Ice

Decorative

Typewriter

Stencil, Army

Retro

Sport

#### TECHNO

Square

LCD

Sci-fi

#### SCRIPT

Calligraphy

School

Handwritten

Brush

Trash

Graffiti

Old School

#### BITMAP

Pixel, Bitmap

#### GOTHIC

Medieval

Modern

Celtic

Initials

#### FOREIGN LOOK

Chinese

Arabic

Mexican

Roman, Greek

Russian

#### HOLIDAY

Valentine

Easter

Halloween

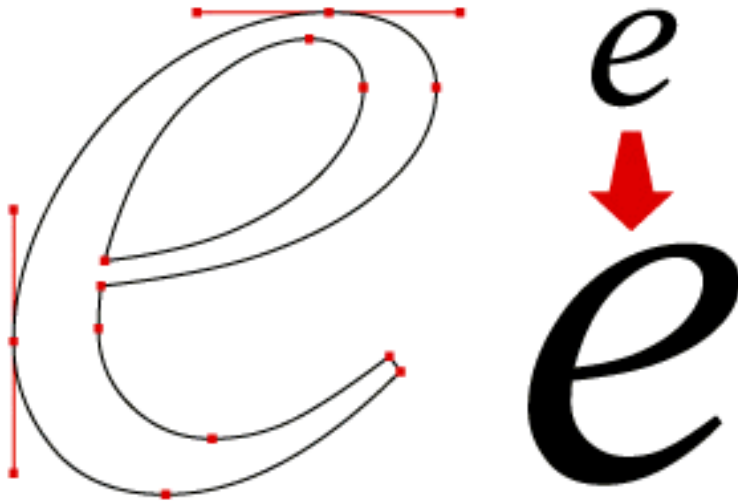
Christmas

Various

# UNDERSTANDING LOGO QUALITY

## RASTERIZE VS. VECTOR

10. Understand the difference between Bitmapped images and vector images.



### VECTOR GRAPHICS

Vector images aren't exactly images at all—they're like mathematical formulas that communicate directly with your computer to tell it what kind of shapes to render. Vectors are typically used to create illustrations, text and logos and are used as working files, but they can also be used as print-ready artwork.

Made up of mathematical equation

Resolution independent

May be scaled to any size

does not have a background

Associated File Types: .eps, .ai, .cdr

### BITMAPPED RASTER GRAPHICS

Raster images are created with pixels, and can be anything from simple illustrations to complex images like photographs.

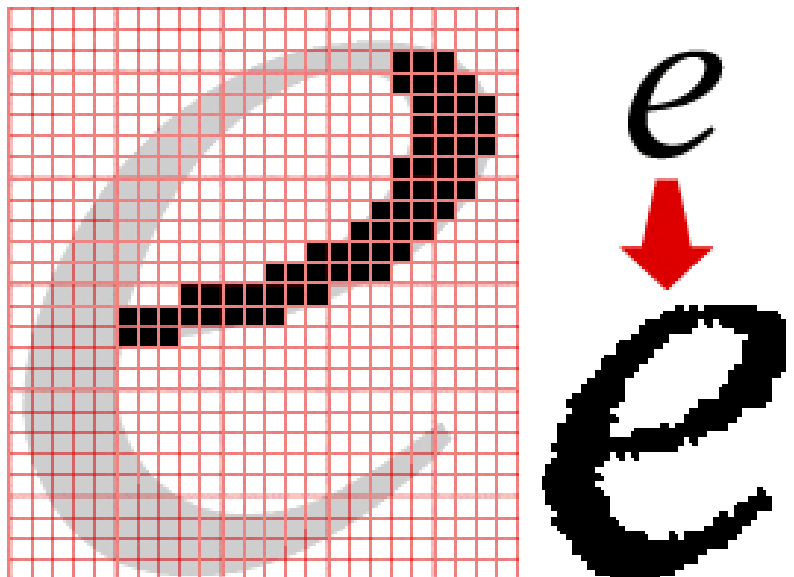
Made up of pixels in a grid

Resolution dependant

Loses quality when resized

Restricted to a rectangle

Associate File types: .gif, .jpg, .png, .psd, .tiff





# LOGO FORMATS & TYPES



Word Mark

*Usually a distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of branding.*



Icon Mark

*An icon, symbol or monogram that conveys a strong, straightforward and bold representation of a company and a great way to make it stand out.*



Combination Mark

*Commonly used as the primary logo which combines a wordmark and a icon mark to give the flexibility for the use of both elements across applications.*



Single Color - Black

*Great for 1 color prints or document purposes. Used for mainly light backgrounds.*



Reversed Out - White

*Great for 1 color prints or document purposes. Used for mainly dark backgrounds.*



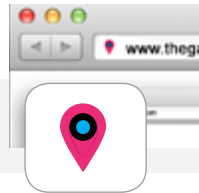
Vertical & Horizontal Use

*The orientation to use would depend on where the logo will be displayed. Horizontal logos work better in headers of websites.*



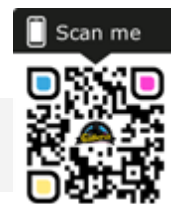
Font File & Link

*Files needed to download to your computer to update or generate documents, forms or web elements.*



Website Favicon.ico

*Favicons are most often found in the address bar of your web browser and used in lists of bookmarks in web browsers and feed aggregations.*



1 QR Code

*QR is short for Quick Response, they are used to take a piece of information from a transitory media that can be read quickly by a cell phone*



Social Media Images

*Images to update or replace your social media profile images and wallpaper backgrounds.*



## LOGO FILE TYPES



### *.Ai - Adobe Illustrator File*

*A native vector-based drawings that requires a special program to open. An AI file can't be embedded on the web and it's not something you'd likely share but only edit.*



### *.EPS – Encapsulated PostScript File*

*A standard vector file format, good for large scale prints. The EPS file is print-ready, but it's not something you'd ever use directly in web design.*



### *.PDF – Portable Document Format*

*Good for both digital and print distribution. PDFs may contain either raster or vector images, or even both. You'll hardly ever embed a PDF directly on a website, but you can offer it as a downloadable file.*



### *.JPG – JPEG Image / Photography*

*JPEGs are photo images that are primarily used in web design, as the format allows web pages to load faster. This file is easier to share and post.*



### *.PNG – Portable Network Graphic*

*PNG can include transparent elements but doesn't sacrifice image quality. PNGs are capable of producing higher quality images than JPG.*



### *.Psd - Adobe Photoshop Document*

*PSD is Adobe Photoshop's native format, meaning files of this type can be edited non-destructively in Photoshop. You'd never embed a PSD on a web page and it's not a great choice for sending.*



### *.txt - True Type Font*

*TXT is a file extension for a text file, used by a variety of text editors. Best used for documents and websites. For licensing reasons, it is better to acquire the font for single-licensing.*



### *.ico - Favicon*

*Favicon are the small, square icons that frequently are associated with websites. They appear in many places, including browser tool-bars, bookmarks, tabs, and address bars. ICO files contain one or more images at multiple sizes and color depths.*



### *.HTML - DropBox Link*

*File Storage Inks for files. You can preview many file types on [dropbox.com](https://dropbox.com) and in the Dropbox mobile apps. Choose if individual files or folders are available Online only or locally on your computer*

# LOGO TRENDS

## 1. What Logo Trends do you prefer, and why?

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### TEXT MANIPULATION



Text Logos

Basic fonts manipulated by spacing and coloring to base your brand on.



Letter Stacking Logos

Designers are placing words with different fonts

on top of each other, sometimes aiming for a visual challenge that grabs viewers' attention. The vertical placement allows them to break down long sections of text so they're easier to absorb, sometimes using different fonts to great effectiveness.



Lettering Logos

Although this sophisticated trend is past its prime, a number of industries including a cafe, barber shops, and photo studios, will continue exploring it.



Cut Logos

Embellish a letterform, and you're just improving; but remove a stroke here or there, and you'll be issued a cease and desist notice without apology.



Flat Logos

This old standard has aged well due to its ability to look good on multiple channels and in multiple sizes. Analysts believe the patterns, textures, shadows and gradients formerly used will turn into simpler lines and colors that look bold and vibrant on the page.



Text Box Logos

In the continuing appropriation of digital devices, the lowly text highlight box resurfaces to underscore the importance of so much type. Imagine drawing your cursor over a sentence and seeing a graphic text box encompassing your selection. That's where the eye is directed as the highlight enunciates, this is the important part.

## BASIC ICON MANIPULATION



### Simple Logos

*One of the reasons businesses have opted to create or redesign their*

*logos to fit this "simple and minimalist" trend and social media profile images are tiny, which means that a logo needs to be legible when it's small.*



### Line Art Logos

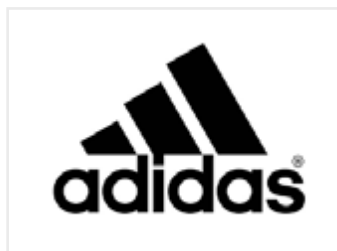
*This type of logo is great, not only because it is simple, but also because*

*it is inexpensive to print and can easily be used on any type of material, from stickers and stamps to signage and social media.*



### Negative Space Logos

*By hiding images inside or between letters, you can create an amazing piece of art. Sometimes it's utilized to incorporate slightly hidden meanings or symbolism.*



### Geometric Shape Logos

*Geometry is an evolving trend. Whether it's colored triangles or*

*simple circles, presented alone or combined, these shapes form a strong and timeless theme. We expect to see these shapes simplify overly complicated designs.*

## COMPLEX & COLOR MANIPULATION



### Use of Gradient Logos

*Ombre is a shading technique that gradually blends one color hue to another. Not only has this been a recent trend*

*in hair and fashion, but it's a colorful approach in logo design, too.*



### Half and Half Logos

*Half and half is the two-dimensional result of*

*splitting a symmetrical image into two colors or tones. These divided designs offer a bit more depth and visual interest to a classic flat design, and may be used symbolically to hint at a company's dual function or mission.*



### Ying Yang Logos

*This concept of bringing opposites or conflicting agents together to create a greater strength is as old a tale as the mark.*

## COMPLEX SYMBOL MANIPULATION



*Hand-drawn / Illustrations*

*Whether used by itself or in combination with more digital art, designers say handcrafted typography*

*and illustration add personality and character to a logo, often imparting a whimsical touch.*



*Vintage Logos*

*The vintage look usually centers around a script font. This works well for*

*a few industries but does not transfer easily to social media, which is too bad because, for a designer, this is a fun style.*



*Neo Vintage Logos*

*A noticeable marking tag for this group may be the placement of a primary typographic solution*

*or wordmark plopped dead center on top of the supporting image. Fun, light-hearted, and well-crafted but with the gravitas of a romance novel*

## SHIELD MANIPULATION



*B/W Hipster Logos*

*These logos do a smart job of targeting this group by combing otherwise*

*traditional components in a counter traditional way. Generally, the marks are void of color as our trend name suggests, but rich in detail.*



*Coat of Arms Logos*

*Reserved Colors and clear graphic shapes create strong retro vibes. Such logos evoke associations with tradition, heritage, and longevity.*



*Est. Trade Mark Logo*

*The new culture of small shoppe business and personal attention are*

*fiercely fighting the truly established bluebloods for the same share of consumer attention.*



*Shield Shapes Logos*

*One offshoot of the vintage trend is the use of shield shapes, traditionally seen in the classic coat of arms. Because the*

*shield represents strength and security, this style is particularly attractive to educational institutions, sports teams, automotive businesses and companies that wish to communicate a sense of power.*

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NOW GO APPLY WHAT YOU'VE LEARNED

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If you need help with execution, send me an e-mail  
[ashley@thegalleriaforbusiness.com](mailto:ashley@thegalleriaforbusiness.com) and I'll be happy to help!



## THE GALLERIA FOR BUSINESS

"Digital Branding Workbooks for Your Start-Up Business."

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BOSS UP! START BRANDING LIKE A BOSS"

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### OUR MISSION

The Galleria for Business is a blog that offers start-up and small business companies with branding and advertising solutions. If you need help planning and developing your business brand download these workbooks, checklists, and planners.

### OUR VISION

If you're interested in starting a new business or re-branding a company, you should also be interested in tools to help your business branding image. If you follow "G4b Branding Rules" you will be able to navigate your small business through a successful brand building process.

## WE APPRECIATE YOUR BUSINESS!

[DOWNLOAD](#) our digital brand workbooks and guides for your business strategies.

Feel free to submit any issues or suggestions to [support@thegalleriaforbusiness](mailto:support@thegalleriaforbusiness).



# Hi! I'm Ashley



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**BRAND IDENTITY | MULTIMEDIA | WEB DESIGN**

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I'm the creator of The Galleria for Business "Branding Workbooks for Your Start-Up Business." I'm a multi-talented and creative graphic designer with experience in creative direction, digital media, printing, and web design. I have a passion for helping entrepreneurs and small businesses thrive, by bringing their vision to reality!

Since 2000 I've helped small business branding and advertising solutions and I'm just here to break down the process of planning, building and launching your own start-up business. Whether you plan to create a DIY branding, hire another designer, or hire myself, I hope this planner and workbook is a springboard to your business success. Don't forget to check out my website and resources online.

## LET'S CONNECT

View My Portfolio to see my latest work. [Ashleyjackson.work](http://Ashleyjackson.work)

832.782.4469 | [hire@ashleyjackson.work](mailto:hire@ashleyjackson.work)

Linkdin: [Ashley Jackson](#)

 Facebook: [ashleyjackson.work](http://ashleyjackson.work)  Instagram: [@ashleyjackson.work](https://www.instagram.com/ashleyjackson.work)

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