

Logo Builder:

Encite & tools to build a better logo

prepared by:

encite 

marketing | strategy | creative

Client Name	N/A	Description of Work: Develop a simple way for entrepreneurs to build a better, more creative looking logo. <i>Caveat-you're not starting with any brand building strategy.</i>	
Project Name	Logo Builder		

Always start your development in black and white so the uniqueness of the logo stands out, not the colors.

Step #1: Wordmarks (Logo created from a unique or decorative font or type style.)

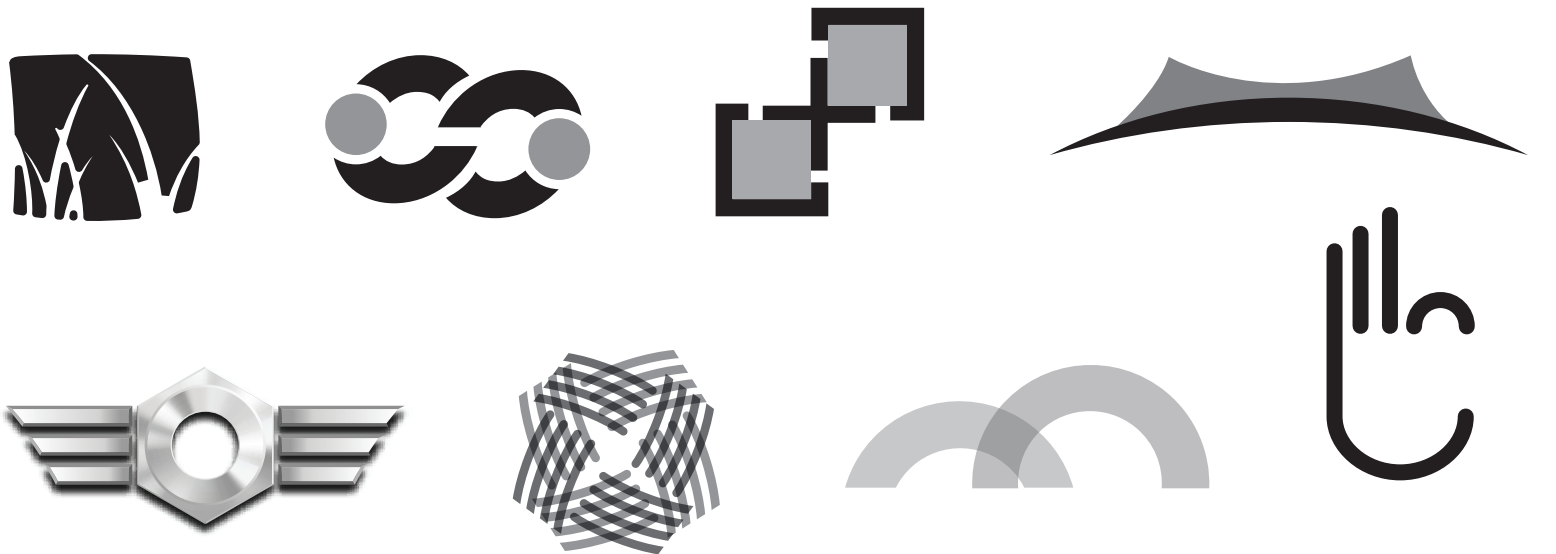


Once you have a unique type style, you just spell out your business name, like the fictitious name here for a cigar store.

Step #2: If a wordmark isn't unique enough, try starting with icons.



The logo icon could relate to an initial (letter) in your business name.



Or...a logo icon could be a shape that relates to what product or service the company represents. This shape can range from extremely simple to realistic that will become a (visual) metaphor to visually communicate your brand's attributes.

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Step #3 Fonts: Fonts not only spell out your business or brand name, they communicate so much more about your brand and its desired perception.

There are three general font styles when it comes to selecting a logo type. The first is a **serif font**, second is a **sans serif font** and last is a **display** or **decorative font**. Each font style communicates something different and unique from the other. This is explained in a bit more detail below.

BRAND NAME

A serif font like TRAJAN represents sophistication, refinement, and higher brand values. It only comes in caps, and also elevates the your brand perception.

Brand Name

A serif font like Garamond still communicates refinement with the ability to enhance and elevate the associated emotional connection by using italics, bold, etc. styles from the font family.

BrandName

A sans serif font like Futura has a clean style or feel and always has a contemporary quality to it.

An upper level logo building skill is using contrasting styles which serves to elevate and communicate another level of your brand's image.

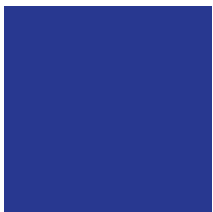
BrandName

This font is what is called a display or decorative font style. Like most decorative fonts, it is more illustrative. It's not as simple as a serif or san serif, and since it is more illustrative, it could be a stronger (visual) metaphor to visually communicate your brand's attributes.

Key Learning:

Not to pick a font because you like it, but rather how it makes your target audience feel about your brand.

Step #4 Color: Color is the most relatable design component when building a logo. It is a fact that colors psychologically have an emotional connection to a viewer.



Blue communicates trust.



Green refers to growth or refreshed.



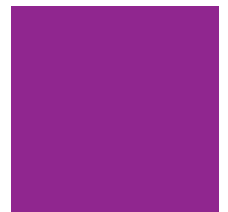
Yellow is associated with joy and energy.



Orange represents enthusiasm.



Red is associated with strength, power, determination as well as passion, desire, and love.



Purple has an elegant, regal and fashionable feel to it.

Key Learning:

Not to pick a color because you like it, but rather how does it make your target audience feel about your brand.

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Step #5 Logo Component Integration: Let's build a logo from a few of these design components!



Step #6 Experiment. Explore. Discover: Use the few useful suggestions and tools provided to build your logo.

This file has been saved and packaged so you have the fonts used to produce this document. To work with this file, you should have some knowledge of the Adobe Illustrator application. No worries if you don't. Adobe offers plenty of free trials and Lynda has tutorials that are helpful.

Key Learning:

When building your brand and it's identity, there are many things you can D.I.Y. If you really want to develop a brand that will uniquely differentiate your products or services from your competitors, you need to take a deeper dive and commit to engaging with a professional like Encite to take your brand to the next level.

We Build Brands that Work!

If you just need to talk, we also offer a free intake consultation to point you in the right direction.

For more information, contact:

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