eBook: Custom Logo Design To Stand Out In Your Industry

by Celeste Zosimo, 06/24/19

Your company logo is one of the most integral parts of being in business. It is your brand's face and is what your customers will remember you by. Having a strong logo is every business owner's priority, because a thoughtfully designed one can spell success for your company. From the get-go, your logo is what will convey your brand's vision to your target market, so it's important to have one that will really make a lasting impression.

In a nutshell, a logo communicates your brand and what it stands for, it tells your audience that you're the perfect fit for them, and makes them recognize you. You aim for having a custom made logo to achieve your goals. Don't take your chances on having just anyone do it, hire a professional to do this crucial work for you.

Penji has graphic designers trained to create amazing custom logos for your business. We offer on-demand graphic design services that are cost-effective every time and on time. Our designers can help you turn your logo ideas into the right one for your company.

Keep It Simple

When designing a custom logo, the rule 'less is more' is not only applicable, it is what you should always go for. Clarity is one of the top qualities that makes a custom logo design effective and to have this, simplicity is the key. Your custom logo design should be simple to make it easily recognizable and memorable as well.

A logo that has too many unnecessary elements tend to project a message that may make the company seem complicated. A simple design will be easier for your audience to digest, thus making an impression that will last long after they have left your website or your physical store.

When reading, most of us tend to remember a few words or phrases rather than a whole sentence or paragraph. The same is true for brand logos. The

more complicated or overdrawn it is, the harder it is to remember. Your customers and prospects may not recall your name, but they will certainly remember your logo especially when it is designed with simplicity in mind.

Humanizing your brand is a great way to connect with your customers, and when you have a custom logo that's simple and memorable, doing this is a breeze. A simple logo has the capability of triggering emotions that is very good in creating a relationship with your customers while building trust at the same time. Two of the most important objectives any business owner should always have in mind.

Keeping it simple can be a big challenge. Once done, it can translate to more visibility, more awareness, and more success for your brand. Plus, it can surely make you stand out from the competition as a simple logo can be more difficult to copy or replicate.

Color Theory
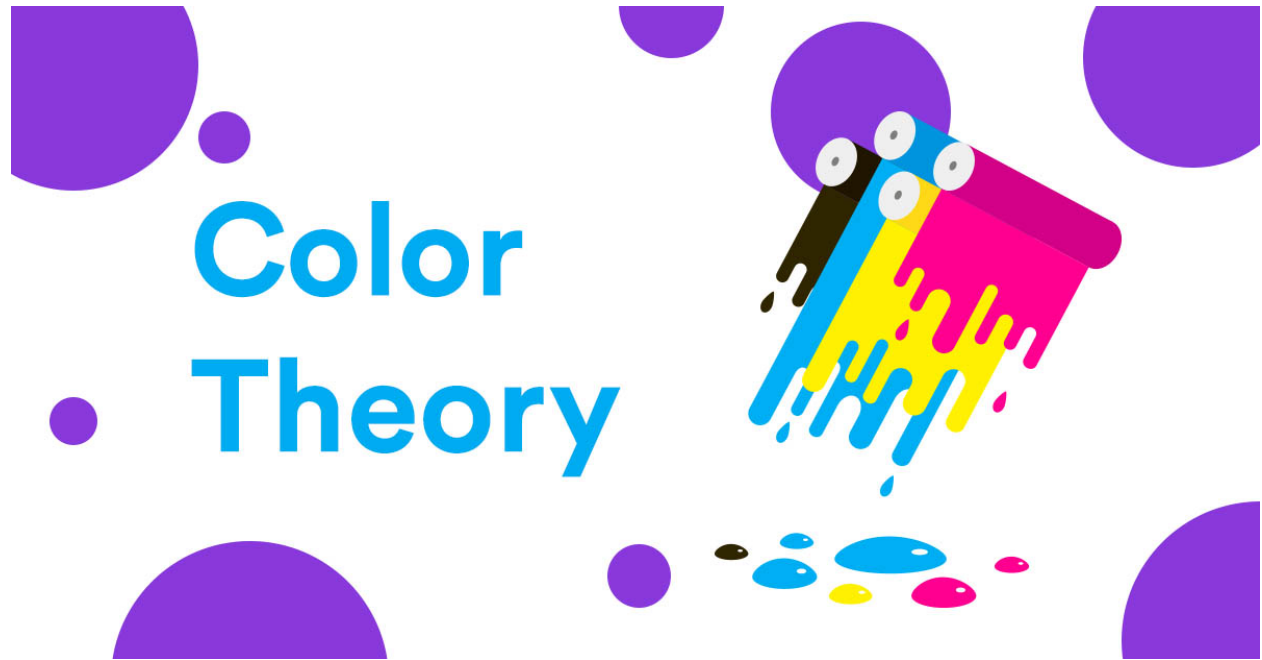
Color is essential in designing logos and it's more than what meets the eye. Choosing the right color combination isn't as simple as what your favorite is and what looks good. There is psychology behind it and using the right one for your logo requires careful attention.

Before you get someone to create your logo for you, you need to have a thorough and in-depth understanding of what your brand aims to convey. You need to get a good grasp of your brand's personality, your strength, your mission, and who your target market is. Understanding all these will lead you to what colors you should use that are the most appropriate for your logo and your company as well.

Everywhere you turn, there is color. Out of the thousands, or even millions you can choose from, you'd think it would be that easy. But it isn't. Colors evoke so many emotions, you have to know which one would fit the perfect bill for what your company wants to project itself as.

Our minds respond highly to visuals and colors play a major part in our everyday lives. The use of color theory can maximize the effectivity of your custom logo by resonating your message clearly. Getting the right colors

can give your audience the emotions you need to get a response from them and build a connection.

When placed side by side with your competitors, you need a color scheme that will make you stand out. Here are some colors and the characteristics that they send out.

Yellow

Yellow can convey optimism, clarity, friendliness, energy, and so many more upbeat and positive traits. If you don't mind being the brightest in a wall filled with logos of your competition, this is the one for you. If you want your company to emanate warmth and cheerfulness, yellow is the color of choice.

Green

Green is what everybody thinks of when being one with nature comes to mind. It signifies freshness, cleanliness, and even strength. The same reason most financial companies tend to use it. If you're in the organic food or home and gardening industries, this color is right for you.

Blue

Blue is one of the most classic colors and can be used in all genres, for all genders, every age, and many more. It is versatile as it can convey subtlety and energy at the same time. It projects trustworthiness and useful to show professionalism and authority. However, this is one of the most used colors and may not work as well if standing out is what you're after.

Black

Black is most commonly used in fashion but is also seen in many businesses that require having the image of authority and seriousness. It can also show secrecy, sophistication, elegance, and power so it's not uncommon to see it used in luxury cars or fancy restaurants.

Red

Red is the color of fire and blood so it's commonly used to denote war and love. A very intense color, it can signify emotions such as anger, seduction, elegance, and adventure. It's very versatile and can be used in a variety of ways.

Brown

Brown signifies the earth and nature. But it also speaks volumes when you want to show professionalism and sincerity. Most banks and security agencies use brown for their company color, but it is also a favorite among those selling organic products or food items such as coffee and pastries.

Pink

Pink, as we all know, is most commonly used for products and services that are catered mostly to women such as makeup or clothing. It is a carefree color and is great for use if you're in the business of targeting younger audiences.

These are not clear cut rules that you should follow. As an example, you can use red to imply danger, but it also works well when used to convey passion. As always, there are exceptions to the rules and only you know your company well enough to decide what color to use.

Typography
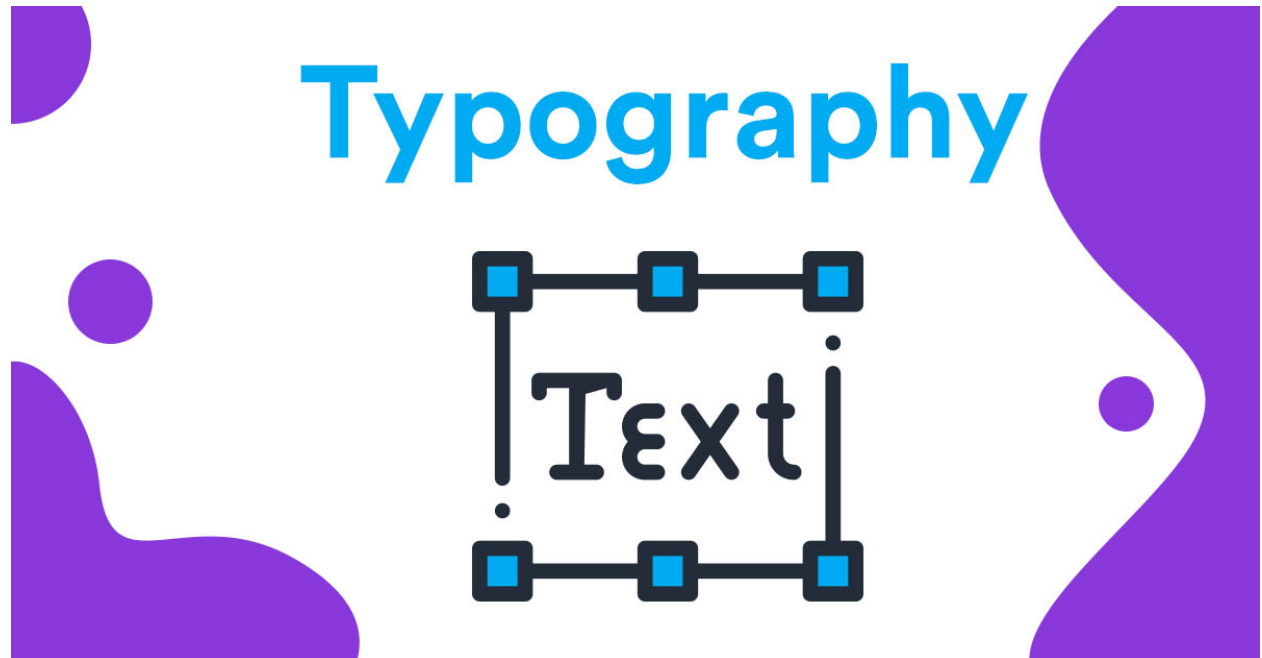
The fonts you use in your custom logo also have the power to evoke emotions. It's the same way that colors do, but on a much different level. Not all logos have typography in it. If you decide to use them, it's always a good idea to know what type to use and how.

As mentioned earlier, simplicity is the key to effective logo design. When using fonts, it's imperative you're sending your message across loud and clear. You should avoid using the more complex fonts, as they can make your logo look unreadable. Specifically, when seen from afar or when used in small spaces such as business cards or letterheads.

Experienced designers can create a custom typeface for your company logo to make it unique and suited to your brand's personality. You don't have to share fonts with other businesses that can have the possibility of a look that is similar to theirs. This way, you can fully own your font that will set you apart from the rest.

The question now is, what typeface to use for your logo? As with the color choice, the font you should use solely depends on what you want your

customers to see your brand. Do you want to project professionalism? Or are you a fun and free-spirited company?

Typography can express different emotions and feelings, let's take a look at some fonts and see how they can fit your brand personality.

Serif

Serif fonts can express trustworthiness and authority. If you're in the banking and financial industry, this typeface is the most fitting. It can also signify strength and wisdom. It's no wonder it's most commonly used in the academe or news industry.

San Serif

San Serif can be used in a multitude of industries, but mainly for modern, contemporary businesses, or if you want that straight-forward and no-nonsense image for yours. You can commonly see these types of fonts used by clothing stores, technology-related industries, and many more.

Script

Script fonts are for fancier businesses such as cosmetics or fine dining establishments. And again, stay clear of fonts that are overly elaborate. The main purpose of having a logo is to communicate your brand and if the font you use in your logo makes it hard to comprehend, then your message will get lost.

Italics

Italics can show speed and emphasis and can be used to convey swiftness in your services. Ideal for those who provide services that are time-sensitive such as delivery and money transfer services.

There are other types of fonts that you can use. It's highly recommended to explore them and see what will work best for your brand. These are but examples and it shouldn't prevent you from going out of the box and trying something new and different.

Versatility

An effective custom logo is one that has the versatility to go on all types of media and paraphernalia. From billboards to business cards, your logo should look good and work well in all the places that you need to have them in. This is what it means of a logo being scalable, you can place it in a pen for giveaways and still communicate your message across.

Even if you don't plan or don't have the need for marketing collaterals such as these, your logo still has to be versatile. Social media platforms and any other digital marketing media differ in shapes and sizes. A good logo is one can be used in all sorts of channels, but remain clear and concise.

Designing an effective logo is still anchored in having simplistic design elements in it. It's okay for a detailed logo if you'll only use it in posters or

your website. But that isn't the case in this age of online marketing wherein you need to have a logo that is understandable even when used in your mobile app.

Also, your logo should look as good as it is whether printed on a black and white letterhead or a colored social media post. Color is essential but there are times that only black and white are required and your logo has to look good either way. A versatile logo is one that has your signature color, but can still stand proud and loud even without them.

Brand Identity

Your company's brand identity is what your customers will recognize you for. It's important to have one that is strong and memorable. Businesses that have developed their brand identities with much thought and careful planning have seen the rewards of their labor and are a great testament to this.

Big name brands such as Nike, McDonald's, and IBM have logos to perfectly describe what they are and what they do. They have established themselves

as an authority in their respective fields and have a good relationship and connection with their customers. They are now earning their trust and have a following that has given them their loyalty as well, now what business doesn't want that?

Your custom logo is your company's face and it's also the representation of your reputation. A great logo will make your customers think of you when the need for your services or products arises. Even if they forget your name, once they associate your logo with a good buying experience, you're on your way to success.

Your brand identity will help create your reputation and project your values that will attract people to do business with you. After all, the objective of every business owner is to get as many people to know them and patronize whatever it is they are offering.

Business Credibility

In today's age of online marketing, standing out against your competition is cutthroat. The battle is fierce when it comes to persuading consumers to give you their businesses. There are millions of entrepreneurs vying for customers' attention, not to mention the number of scammers out there in the open.

So in the perspective of a consumer, how will you know which company will deliver? The decision on who to give your business to can be a daunting task. This is where building trust for consumers by business owners comes to play. Entrepreneurs try hard to get the prospects' attention. However, they also have to build trust for new customers and gain the loyalty of the existing ones.

The right logo has to embody all your company's traits and give the consumers the feeling that they can trust you and are worthy of their hard earned money. It has to convey that you are competent and knowledgeable, enough to gain their trust and give you their cash.

For your logo to have business credibility, the first thing you should do is to get to know who your target audience is. Learn more about them, what they

like and what they want. You should know whether they prefer brick-and-mortar stores or online as well. Use this information to decide how you're going to go about becoming credible.

You also need to explore your products or services. Research how they are perceived by your prospects and how they are used by your customers. Look at both the social and psychological perspectives to gain insights on your target market's reaction to your brand. Knowing all this will help in determining how you can establish credibility in your overall design, most specifically in your logo.

Marketing Advantage

Having an effective custom logo can give your business benefits that are way beyond your expectations. Along with your company name, your logo is up there at the top list of your priorities. This shouldn't be ignored or taken for granted. Designing a logo shouldn't be taken lightly. It's not as simple as giving it to your friend or employee who has a knack for drawing.

As an entrepreneur, you should be aware of marketing strategies to help boost recognition and sales. Having a custom logo is one of the best and most integral parts of your marketing plans. It isn't just an image or drawing, but a foundation for your brand.

There are a lot of marketing advantages of having an excellent logo. One of these is recognition. Being recognized in a sea of businesses is an advantage in itself. If your logo alone has made people recognize you, you're many steps ahead of your competition.

When you are recognized, this only means that they remember you. Having a good recall among consumers will give you a higher chance of gaining their trust and eventually convert them into sales. A visually appealing logo has the ability to persuade customers with their buying decisions, in your favor, of course.

Your logo can also make you look established and give you leverage among competitors that are bigger and has more funding. The bigger you project yourself, the bigger the gains. It's all about image and having a good product or service.

Your business is more complete when you have a logo on your marketing materials and collaterals. It give it that unique and "one" look. You'll give the impression of being organized and serious in your business. When customers see you in this light, they are more likely to give you their business.

A great logo is one that will show your customers the commitment you have for your business. This shows the pride you have in your work and gives you a good sense of doing what you love. This will well resonate to your customers through an effective logo.

Budget
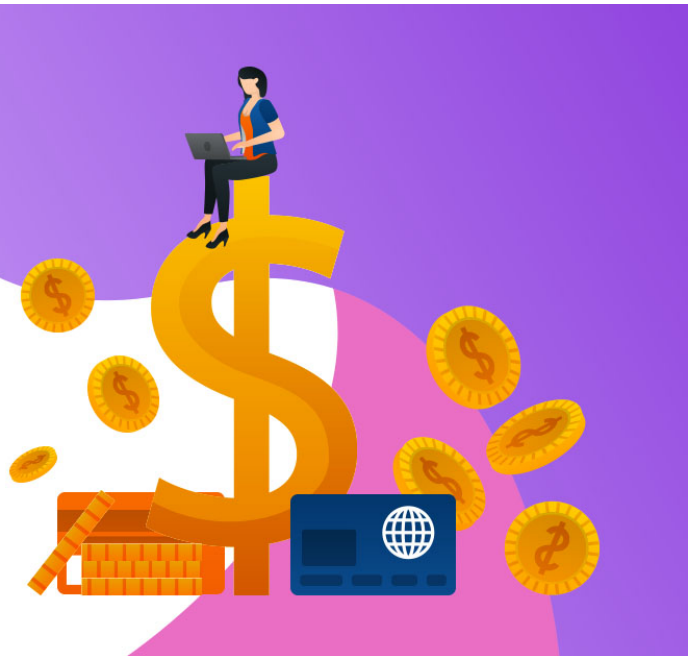
After reading all about what makes a good [custom logo](#), think about your budget for it. Do custom logos come cheap or do I have to pay an arm and a leg to have one made?

As earlier mentioned, hiring a professional graphic designer to create one for you is essential. It takes more than just the abilities to sketch and draw to come up with one that will give your company all the benefits it can offer. Find your ideal designer by researching, planning, and exploring all of your options.

Most business owners calculate what their gains are when spending on something for their company. It has to return their investment. Otherwise, it will just add to the loss, something every entrepreneur wants to prevent from happening. But when you find the right people to create the perfect logo for you, you'll realize that having a logo is very much like it. A logo is an investment that you can use for a long time and give you advantages that make every penny worthwhile.

At Penji, we offer unlimited graphic design services that will be cost effective. Starting at [$369 per month](#), you can have all the custom logo

designs that you want without contracts. Our dedicated team will provide professional-quality work at a cost that won't break the bank.