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Keep It Simple

Simplicity and versatility are the cornerstones of an outstanding logo. Your logo design should be scalable to any size without losing any image quality or impact. When reviewing your potential logo design, you'll want to make sure you see it reduced down to the size you may use on your business card or letterhead. Make sure it's readable and clear when viewed large and small.

Does Your Logo Work In Black & White?

The basic rule of thumb in logo design is to always make sure your design works in black & white first. Sure, today with the ability to print in full color at affordable prices, you may wonder why the design needs to work in black & white. There are still many instances where your logo will only appear in black & white. Fax forms, checks, yellow pages ads & newspaper ads will use the black & white version of your logo.

Colors

Adding color to your logo will increase your printing costs. Full color printing has become much more affordable in recent years, but will still cost significantly more than printing a black & white image. Color can make your logo pop and really stand out, but if you can't afford the printing & signage costs, you may want to limit the color and be more creative with the design. It's a good idea to make a list of where and how your logo will be used and estimate your potential printing costs.

Typography is Crucial

The font you choose for your logo is critically important. You definitely want to use a typeface that is distinctive yet legible. There are many fonts to choose from, but use caution & restraint when looking at very ornate & trendy fonts. These fonts may not be clear and easy to read when used in certain situations. For example, a very ornate font may be difficult to read when used in outdoor signage. You want your customer to be able to recognize your logo & read it at a quick glance.

A Tagline Can Make A Difference

A clever slogan or tagline can compliment you logo and clarify your business position or image. It's a great way to explain your concept or define your image.

Don't Design By Committee.

Designing by committee frequently leads to indecision, or conflicts of personality and ego. What you should do is first decide who will be the final decision maker in the logo design process. It's fine to get feedback from others, but don't turn those suggestions or comments into a situation where a group tries to agree on everything. That usually leads to each person wanting a different aspect of a design and a request that the designer try to marry all those elements together to create the logo. This creates chaos, makes the process longer and more costly.

File Formats

The file format your logo is created in is very important. Almost all of our logos are created as vector files. Vector files can be reduced and enlarged easily without compromising image quality. The final logo can then be saved into most any file type the client may need. See our helpful File Format Guide to determine what file type to use and when.