5 MONEY-SAVING LOGO DESIGN TIPS

Logos are a popular way to establish an identity for events, conferences, advocacy groups, projects, teams, and other organizations. Logos can be imprinted on a huge variety of gifts and promotional items to generate excitement for the new team or endeavor. Whether you are designing the logo yourself, sponsoring a logo contest, or hiring a professional, here are five tips that can make your logo easier to reproduce later on.

Save Money with Single-Color Designs

Your five-color logo looks fantastic on your website and color copies! You decide to get it imprinted on some mugs and mouse pads-only to learn you will incur a separate charge to print it in full color. Or worse yet, the product can only accommodate one or two logo colors. The easiest way to save big bucks on an imprint, is to do a one-color design. Although there are numerous gift and promotional items that can accommodate multi-color designs without breaking the bank, a one or two-color design will always have more affordable options.

Run a Photocopy Test

You want your logo to look good on photocopies and black-and-white print-outs, so run this simple test. Create several different sizes of your logo and photocopy them on a black and white photocopier. Is the black and white version easy to read? Does the lack of color diminish the design? Are any areas faded or not visible? This test will give you a sense for what your logo looks like when imprinted in one color of ink.

Deliver Big Impact with Simple Fonts

McDonalds, Fedex, Nike. In addition to being memorable, their logos are simple designs with big impact. They capitalize on bold fonts - no delicate script fonts here! They look good from a distance, reproduce crisply, and are easy on the eyes.

Shadows, Fades, & Patterns – Oh My!

Although these color effects can be very attractive on flat media like computer screens and photocopies, they can be difficult to reproduce on fabrics and other non-flat surfaces that already have their own 'pattern'. If your logo already has one of these effects, it's OK. Typically these effects can be translated into a design that is suitable for 3D surfaces. But if you are designing from scratch, stick to solids.

What If the Background Isn't White?

The majority of the time your logo will appear on paper and other white surfaces. But what does it look like when reproduced on a non-white surface? Run another Photocopy Test on colored paper. You'll notice any cut-out or 'hollow' areas of your design that used to be filled with white are now filled with the background color. Does it look good? Typically logos don't show up well on backgrounds that are close to the logo colors themselves. Not a big deal - just something to consider.

No matter what your logo looks like, we can always find a way to make it 'pop' on gifts and promotional items. But if you're starting from scratch, these five tips can make designing a great logo easier for you!