



MILLIONS OF LOGOS FOR COMPANIES & BUSINESSES WORLDWIDE




Symantec.

\$1280




SINOPEC

\$486




at&t

\$128



\$128



SAMSUNG

\$216

ExxonMobil

\$438

LOGO

DO'S

- 1. MAKES PEOPLE THINK
- 2. CONNECTS
- 3. HAS PRESENCE
- 4. BUILDS CONFIDENCE & TRUST
- 5. HAS MEANING

DONT'S

- 1. LOGO DESIGN CONTESTS
- 2. STOCK IMAGERY
- 3. DIY
- 4. CONTAINS PHOTOGRAPHY
- 5. SQUISH OR S T R E T C H

WHAT MAKES A GOOD LOGO

1. SIMPLE.... MEMORABLE... 3. TIMELESS ... 4. VERSATILE ... 5. APPROPRIATE

NEWSGOTH

NASDAQER

NIRMALA UI

NURJAN

TOP FONTS USED

FRANCHISE MYRIAD PRO

HELVETICA

Franklin

TRAJAN

ANDALUS

TRAJAN

NURJAN

BEHIND

WITH LOGO

FAMOUS LOGO DESIGNERS

BASS RAND MILTON LOWERY



WHAT COLORS SUGGEST



RED

HOT, PASSION, LOVE, POWERFUL, SEX, RADICAL, EXCITED, BOLD



ORANGE

WARM, FALL, SUMMER, RETRO, MELLOW, FRIENDLY, INVITING




YELLOW

HAPPY, CHEERFUL, FUN, ENERGETIC, JUBILANT, YOUNG, SUN, FRIENDLY




GREEN

ENVIRONMENTAL, MONEY, NATURAL, ORGANIC, PROFIT, EARTHY, TRUST, JEALOUS




BLUE

LIBERAL, COLD, SMART, MUSIC, TRUST, FREEDOM, ROYAL, MEDICINE



PURPLE

ROYAL, MYSTICAL, VICTORIAN, VANITY, DECADENT, ROMANTIC, SYSLISH, SENSUAL



BROWN

RUSTIC, FURNITURE, FALL, EARTHY, WARM, ROMANTIC, COLONIAL, BOOK