

MILLIONS OF LOGOS FOR COMPANIES & BUSINESSES WORLDWIDE



ExxonMobil \$438

NEWSGOTH NIRMALA UI  
NASDAQER NURJAN

## TOP FONTS USED

FRANCHISE MYRIAD PRO TRAJAN  
HELVETICA ANDALUS HELVETICA MYRIAD PRO  
Franklin TRAJAN NURJAN

## WHAT COLORS SUGGEST



# 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 STRETCH

## WHAT MAKES A GOOD LOGO

1. SIMPLE ... 2. MEMORABLE ... 3. TIMELESS ... 4. VERSATILE ... 5. APPROPRIATE

## BEHIND THE LOGO

## FAMOUS LOGO DESIGNERS

BASS  
RAND  
MILTON  
LOWERY

