pixa

top things to consider
when designing your logo

Are you thinking what we're thinking? Think Pixa for all things strategy & design!

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your logo is your company's identity

Unlike your underwhelming driver's license photo, when it comes to your company's logo, you are in the driver's seat. Your logo should reflect your business – and who knows it best?

You!

1 start with what you know

As you consider the elements that will contribute to your logo, think about what you know about your business. Who are you? What is your archetype? How would you define your business' goals, talents, voice, strengths / weaknesses? Solidify this information first.

2 the most successful logos are the ones that convey a connection to a company's values and mission

Your logo gives your business an identity. As you work through the best way to convey this identity, think about your clients. Who are your clients? Why are they drawn to you? When they see your logo on a business card or website, how do you want them to feel? Your logo should be memorable, recognizable and professional.

3 find inspiration

After diving into what you want your logo to say about your company, look around you. What logos speak to you? Are certain designs more powerful than others? Notice things in nature. Is there a particular shape or design element that catches your eye? Look at great works of art and note the feelings they convey. And, if all else fails, try sketching something on a cocktail napkin!

4 don't be tempted to follow trends

Typically, design trends only last a few months. Think back to high school. (This will only hurt for a second.) At the time, you had hair. It was trendy and awesome, right? But, that style didn't exactly stand the test of time. You want your company's logo to hold up through big bangs and mermaid curls. Avoid being left with a logo that looks dated.

*Investing in a LOGO is like
investing in customers*

5 your logo should be created in B&W first

Great importance should be placed on the colors you choose for your logo (See #6). They will define the entire color palette for your website and beyond. But, before you choose colors, examine your logo in B&W first. Your logo should be as remarkable in B&W as it is in color. Analyzing your logo in B&W allows you to focus on the message without being distracted by the color scheme. Not to mention there are times when your logo may need to be reproduced in B&W.

6 consider the psychology of color

Once your B&W logo hits the mark, it's time to consider your competition's colors. Your logo color scheme should be different from those of competitors. You want to avoid confusion and comparison. In addition, familiarize yourself with the feelings different colors emote. Red is known as bold and used to convey energy and urgency. In contrast, green expresses wealth, relaxation and nature. Blue communicates strength, security and dependability. Your color scheme should align with your company's identity.

7 make sure your logo is scalable

You will probably first critique your logo on your computer screen or a sheet of paper. But, as you finalize the design elements, it is important to consider the many mediums where your logo will be seen. Does the design look as good on a business card as it does on a billboard sign? How will it look on letterhead? Is it recognizable when you add it to your email signature? How about embroidered on a golf shirt? The front of your building? If your logo looks great on posters but horrible on coffee mugs, changes need to be made.

8 keep it simple

Your logo should never confuse your clients. It should be memorable but not offensive. At a glance, it should be immediately recognizable. A simple but distinct logo is easy to scale. Try to avoid clutter and don't be afraid of negative space. Embrace a design that conveys your business' message in the most efficient, aesthetic way.

oh, hey there!

Allow me to introduce myself...or should I say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.

pixa creative

Our super skilled marketing department, where we combine talented
design with innovation and execution.

**STRATEGY
& DESIGN**

**LEAD
GENERATION**

**DONOR
NURTURING**

thinkpixa.com

pixa direct

Our print and mailing house where we're known for direct mail marketing,
variable data print and our web-to-print solutions.

**PIXA PRINT
PORTAL**

**CORPORATE
PRINT**

**DIRECT MAIL
MARKETING**

pixadirect.com