

Here are some ways to make a logo design work for you. If you name your company well, the logo should be easy.



This image...

— relates directly to this word.



The word itself takes on the quality of your name. For example:



— This font used for this word looks structured like the word itself.



— The image that conveys the word is integrated into the word itself. (This should be avoided unless the image is very simple and works with the letter form)

A letterform logo is another easy and direct way to tie your name to a graphic.



Avoid images that are overused. It is difficult to remember a copy of a copy. The home is overused across multiple industries. The magnifying glass is another overused inspection image. A logo is not a tiny picture that shows people what you do. The primary goal of a logo is to be memorable.

