

Design and Colour



Designing and branding a company logo is a task that should never be overlooked or rushed. Why? Because logos represent values, identity and significantly impacts the public perception of a brand. A logo is vital to be displayed on the companies website and all social platforms because it leads to consistent branding. If designed correctly, the logo will provide customers and clients with trust and reassurance of brand quality along with top of mind recall when searching for a product or service.

The key principles to designing a logo follow the SMART acronym:

Simple
Memorable
Appropriate
Resizable
Timeless

NOW, clearly define what industry is your company is in. Spend 5 minutes researching what your competitors logos look like and list the top 3.

1. _____
2. _____
3. _____

Then think... What do they all have in common? Is there a distinctive style, font, or colour theme? (How the logo is designed vastly depends on the industry – for example high end clothing brands use a simple sleek black capitalized font, where as a children's brands tend to focus on symbols, images and colours for a more playful vibe.)

List what you notice.

- ✎ _____
- ✎ _____
- ✎ _____

Next, how does yours compare? Do you recognise any areas for improvement or areas that vastly differ? Remember: it is good to stand out from your competitors but you still need to reflect the right industry. Follow the SMART acronym and analyse you branding.

S: _____

M: _____

A: _____

R: _____

T: _____

Moving forward. What are your company values?
Clearly define your brand identity.

✎ _____

✎ _____

✎ _____

Reflecting on the design article already written, take a look at the colour table below. Are your values reflected in your logo colour, and are they consistent with those in the industry? Go through and tick each that applies.

Grey

- ★ Neutral
- ★ Calm
- ★ Balance

Green

- ★ Growth
- ★ Health
- ★ Peaceful

Blue

- ★ Dependable
- ★ Strength
- ★ Trust

Purple

- ★ Creative
- ★ Imaginative
- ★ Wise

Red

- ★ Excitement
- ★ Bold
- ★ Youthful

Orange

- ★ Friendly
- ★ Cheerful
- ★ Confidence

Yellow

- ★ Optimism
- ★ Clarity
- ★ Warmth



What are some areas you'd like to improve on in terms of branding?

How can you make your logo, website design or social media platforms fit more inline with your key message and industry?

E.g. de-clutter, new font, different colour, more text focused or image focused etc.
Write or sketch some ideas down!



About Us

Ingredior is your 'whole-of-business' multi-discipline approach to strategy and operation activity for businesses in the GROWTH SCALE phase.

Support Your Outcomes | Built To Serve You | Deliver You Results



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