

Designing A Logo

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~~Brainstorming 1. Determine the primary function of your logo. A logo represents your brand through the use of shape, fonts, color and... 2. Think about your target market. It's important to be clear on who your client is and customize the look of your logo... 3. Decide whether to incorporate your ...~~

~~How to Design a Logo: 14 Steps (with Pictures) - wikiHow~~
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~~A lettermark is an acronym or monogram that's been turned into a logo. IBM and NASA, for example, are companies whose names are abbreviated, and the abbreviation is turned into the logo. Lastly, you have pictorial logos, or symbols. These are the image-based logo designs, such as Apple, Nike, or Target, to name a few.~~

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~~One of the most important considerations for logo design is the color palette. This is not a superficial decision, color carries meanings and communicates ideas. Sometimes you're pegged to the colors of a brand, but other times you'll have the freedom to explore. I love the rich palette used in the Zion logo below.~~

~~10 Tips for Designing Logos That Don't Suck | Design Shack~~
~~When designing a logo, the notion of scalability plays an important role. You will be adding your logo to promotional items such as social media posts, business cards, posters, and even billboards, so your logo needs to work at all these sizes.~~

~~10 Top Things to Consider BEFORE Designing a Logo | JUST ...~~
~~Cookies are small text files stored by your web browser when you use websites. There are also other technologies that can be used for similar purposes like HTML5 Local Storage and local shared objects, web beacons, and embedded scripts.~~

~~How to Design a Logo - Adobe Creative Cloud~~
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~~Round out your logo by adding the business name using the powerful typesetting features in Illustrator. Creative Cloud members can choose from the vast library of high-quality typefaces from Adobe Typekit. Learn how to add text, change the font, add fonts from Typekit, and add spacing between letters. Preview and save your logo~~

~~How to design a logo | Adobe Illustrator tutorials~~
~~Create a logo to showcase your unique brand Your logo design is essential to your brand's identity. A company logo is the first thing customers will see when they're introduced to a new brand or business, so it's important that you create a logo first and foremost. Logos - like pictures - are worth a thousand words.~~

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~~A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc. In its simplest definition, a logo identifies. It's how your company is recognized and remembered among others. It also functions as the face of your business.~~