

# LOGO 101

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AudiologyDesign

A professionally designed logo is the foundation of a quality brand.

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# LOGO 101

Getting results.

*Our goal in designing your logo is to help you communicate your vision to your customers. This guide will enable us to share the same terminology so that we can communicate and collaborate effectively toward that goal.*

The more you are able to share with us about your practice, patients, and services, the more specific the palette of options we have to design a logo that represents you well.

As you review our intake form, please take some time to inspect logos that you see, including logos of your competition, other local businesses, and even those of global corporations. Consider specific design elements that hold appeal, and those that are not to your liking, and then relate that back to your business.

Whether you have an idea in mind that we can refine, or need help formulating a starting point, the terms in this document will assist in aligning our conversations for the most successful collaboration.

You will be presented with three iterations of a logo. After selecting one, three rounds of revisions can occur, as we fine-tune and craft your final logo. We look forward to creating a product that best meets the needs of you and your business!

# ANATOMY

What's in a logo?

There are 3 general components:

**Typeface, Icon, and Color.**

## TERMINOLOGY

The following pages will present the terminology of typeface, icon, and color.

Words like “clean” or “pretty” are subjective and don't provide a clear design direction. By focusing on typeface, icon and color, the reasons why a logo is “clean” or “pretty” become apparent [SEE PG 4].

Using the three components, we can objectively and effectively make your branding come to life.



### TYPEFACE:

The typeface feels **professional** because it is **balanced vertically & horizontally** and is **traditional** because it is a **classic serif** [PG. 5-6].



### ICON:

The icon feels **modern** and **clean** because it is **abstract** and **minimal** [PG. 7-8].



### COLOR:

The blue colors feel **traditional** and **conservative** because they are **desaturated** [PG. 9-10].

# 1.1 TYPEFACE

## Typography is the foundation.

Typefaces are chosen based upon their personality, legibility and their function within the whole of the three components. Fonts are typically categorized into serifs, sans serifs, and scripts. For our purpose, serifs are traditional, sans serifs are modern and clean, and scripts are often personalized or elegant.

There are exceptions, of course: fonts like Multicolore and Monroe are unorthodox, and their personality can be swayed by the icon and color chosen.

If a font is too light or too heavily scripted, it may become illegible.

### BASICS

The quick  
brown fox  
jumped!

#### SERIF

*Serif fonts have small lines (serifs) that are attached to the end of the strokes in letters.*

The quick  
brown fox  
jumped!

#### SANS SERIF

*Sans Serif fonts have no serifs. Serifs can often look like feet or hats.*

*The quick  
brown fox  
jumped!*

#### SCRIPT

*Script fonts have varied & fluid strokes (often connected) that mimic handwriting.*

Aa Aa Aa Aa Aa Aa

#### WEIGHTS

*Light and italicized to bold and italicized.*

## DIN CONDENSED

SANS SERIF CONDENSED *Adjectives: business-like, professional*

Sofia

SCRIPT *Adjectives: friendly, personalized, feminine*

## BASKERVILLE

SERIF CLASSIC *Adjectives: traditional, professional, conservative*

MONROE

SERIF BLOCK *Adjectives: inviting, contemporary*

## GOTHAM MEDIUM

SANS SERIF *Adjectives: contemporary, professional, powerful*

## MULTICOLORE

SANS SERIF ROUNDED *Adjectives: friendly, soft*

Antonio Light

SANS SERIF CONDENSED *Adjectives: edgy, techy*

# 1.2 ICON

## Visual elements.

A visual element in your logo can range from something as simple as a distinctive one line mark (abstract) to a more literal translation of an object or concept (representational). In general, abstract logos will have a more contemporary feel

and representational icons will have more of a traditional feel.

Keep in mind the kinds of visual elements you feel can or can not represent your practice.

### BASICS

1



SUMMIT

#### ICON-BASED LOGO

In icon-based logos, the type and graphic element co-exist. They are most often seen in the following configurations A) horizontal & B) vertical.

A



SUMMIT

B



SUMMIT

2

SUMMIT

#### TYPE-BASED LOGO (LOGOTYPE)

Type-based logos have an icon or graphic element incorporated into the letter forms or words of the logo. In the example to the left, the 'M's' have been stylized into mountains.

### ICON STYLES

#### ABSTRACT

Abstract icons are often minimalistic, representing a concept with as few graphic elements as possible. They are often described as modern, clean, and cutting edge.



#### SEMI-ABSTRACT

There is a sliding scale of icons between abstract and representational. Understanding these two terms will help us understand where you feel you are in the spectrum.



#### REPRESENTATIONAL

There is no doubt about what you are seeing when you see a representational icon. If you aren't sure this is a mountain, there are trees and birds to give it context.



# 1.3 COLOR

## Color completes your message.

The colors in your logo will solidify and complete your practice's identity.

If you have a broad target demographic, a more neutral or all-encompassing palette can be chosen by the designer based on this information.

Vibrant and bold colors are attention-grabbing, but may appear youthful, while

muted tones can convey a more sophisticated, but traditional look. Logos may have three or more colors, but legibility across formats can sometimes be compromised.

A logo is a balancing act: the color, typeface, and icon can complement or counteract each other to ultimately achieve a desired end.

### BASICS:



#### SATURATION

The relative "strength" and "weakness" of a hue. In this example of cyan, colors with a higher saturation (left to right) will appear more vibrant. Desaturated colors are often perceived as more conservative and traditional.



#### CONSERVATIVE

The desaturated colors in this blue can be perceived as conservative and safe.



#### BOLD

Strong hues in this red can be perceived as bold and friendly.



#### VIBRANT

Vibrant palettes are friendly, welcoming and youthful. Customer-care oriented.



#### NATURAL/EARTHY

Can suit an outdoors lifestyle demographic. Conveys soothing, natural clinic.



#### CLINICAL

Shades of blue and green have traditionally been associated with the medical field.



#### HIGH TECH

Saturated blues are often used when wanting to display your technological prowess.



#### TRADITIONAL

Desaturated blues and greys are often relied upon to convey a traditional feel.



#### MUTED/SUBDUED

Any hue can be desaturated for a conservative, all-inclusive feel.



### Additional Considerations:

Emotional reaction to color is very complicated and this is just a brief overview in ways in which color can be used.

# WHAT TO CONSIDER

## Ask questions!

*Think of a logo as an employee whose main job is to be distinctive and represent the company in the best possible way. What would she look like? How would she feel? Is she a boss or the girl next door? Is he loud and cheerful or restrained and calm? The information you provide us enables us to visualize that employee.*

*The more information we have to work with, the more likely you will be satisfied with the final result. Getting there takes communication and collaboration as we partner with you and your team to provide a logo that best represents your practice.*

### Why do I want a new logo? What do I want it to accomplish?

If I think it's dated, ask: is it the type, icon, color? What is it about the color that no longer represents my business? Are the colors too muddy or saturated? Is the icon too literal or stylistic of a certain trend or fad? Refer back to this guide and use the terminology of the three components described. By analyzing what feelings you have towards your current logo, our designers are given a stronger foundation to work from to create your new logo.

### Do I have any specific imagery in mind for my logo?

If you do, great! Specific imagery should be based upon your practice's services, demographics, location, and other relevant information. You will be able to discuss this in detail with your Account Manager. It's important to note that your own favorite colors or imagery as an individual may not represent your business as a whole.

### If not, what can I do to determine it?

*Think about special services & demographics!*

Providing house calls or doing special tests are unique services that can set you apart from your competitors. If you are a pediatric practice or you serve a strictly senior population, icons and type can be suggested to you based on these business specifics. Special services can be emphasized by our designers through the 3 components discussed.

### What else is there to consider?

These additional questions may also serve you.

**What adjectives should best describe my logo and why?**

**How often will my logo be seen out of context?**

**What does my business name say about what I do?**

**Why should customers choose me?**

**What are my main forms of advertising?**

**Is my logo going to look good scaled up or down?**

**Is my logo going to look good on a responsive website?**

### Get started!

Contact us to get started today. **866.950.3571**

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