About the Author

Justin Kozisek has been the Creative Director for Summitsoft since 2001 and has been an active graphic designer for nearly 20 years. After graduating from the Art Institute in Colorado with a degree in Industrial Design Justin decided to broaden his horizons and learned how to use Adobe Photoshop, Illustrator, Quark Xpress and numerous other graphic programs and soon discovered that he was much happier creating graphics, logos, websites and illustrations. Not content to leave his industrial design roots completely behind he began incorporating the skills he learned into his graphic work and started making package mockups, signs, extruded logos and more. Justin’s approach to graphics has always been “hands on” and he believes that any good design will have many iterations before it is final.

The only rule that Justin follows when it comes to design is what he calls the 3 C’s – Creative, Compelling & Concise. Every project, no matter how big or small should always adhere to the 3 C’s and when it’s finished you will have something you can be proud of.

As the creative director of Summitsoft, Justin helped conceive and realize the company’s Macware brand. Creating both the logo and brand identity he used his love for clean design and delivered a brand that Apple quickly took a liking to and they added the entire Macware lineup in their new Apple Stores nationwide.

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The word logo is short for the original term, “logotype” derived from the Greek words logos (word) and typos (imprint). The origins of logos can be traced to the cradle of society, ancient Greece, circa 2000bc. Pottery crafters would make a simple mark on their work in the form of a common symbol such as a moon, star, circle etc. to signify and “advertise” their work. The simple graphic was in effect both their signature and their calling card. The practice caught on and even traversed continents as it was common in India, China, Egypt and other places. People all over the world could identify the work of craftsmen from thousands of miles away all with a glance. As the practice became more common the marks used became more sophisticated and eventually evolved into designs used to signify allegiance to a king or country. Knights would don armor and shields with the mark of the crown they fought for and soon families would adopt the tradition and the family crest was born.

Beginning with humble roots as simple symbols, the star emerged as sign of quality. Procter & Gamble used a star to mark their candles as far back as the mid 1800’s. It is in our nature as humans to look for patterns and familiarity and the sight of a star on a candle was mark of consistency and is considered to be where the term “branding” originated, as the star was literally branded onto the candles.

With the invention and popularization of the printing press logos started to become what we know of them today, marketing and public promotion devices. The first trademarked logo was for Bass beer in 1870, which is widely considered the beginning of modern logo culture.

Soon companies began to understand the importance of a visual brand that could be understood and recognized in any language, thus allowing them to reach a wider audience for their products and services. Coca-Cola’s famous typeface and use of the color red is easily distinguishable in any language.
Elements of a Great Logo
While there is no magic formula that can ensure that a logo will be successful, there are some things that all great logos share. When it comes time to create a logo for a product, brand, business, team, organization, club, corporation, book or even a country the designer must learn about the history and intended use of the new logo. Often trends drive a designer to make a logo that looks “of the time” and while a trendy logo may look good for period, that will eventually pass and the logo will look dated. That’s not necessarily a bad thing, some logos are meant to convey a trendy or current look and feel, it just speaks to the need to understand what a logo is intended to do.

Every designer has their own style, and along with that style, every designer will have their own technique for creating graphics. There’s no right way or wrong way to start designing a logo. Some designers do a color study to ensure that the colors are just right for a certain project, others start with the fonts or typefaces when conceiving a new look. (More about color and fonts in the following chapters.) A logo can start as an idea in one’s head, or a hastily scratched doodle on a napkin, but one thing is for sure, a designer will go through a number of processes of trial and error to get to a final design that the rest of the world will see. For every logo out in the world, there are millions upon millions that never saw the light of day for any number of reasons.

Whether you are making your own logo or having a logo made for you don’t be afraid to make adjustments until it works. Making revisions and saving each version is a great way to visualize the spectrum of a logo. Who knows, the final version of your logo might be somewhere between the first concept and the twentieth revision.

Having said that, one can get too overly critical and start to lose sight of the bigger picture. A logo should be able to tell the story of your product and be quickly recognizable, but keep in mind, no logo can be all things to all people at once. Even if your final logo is loved by 99% of people, there will always be someone, somewhere that just doesn’t like it. You can’t please all the people all the time.

To illustrate how some companies constantly change and update their branding, while others keep to a style that has worked for years, one need look no further than the “Cola Wars” - Coca-Cola vs. Pepsi. Here are two international companies that essentially sell the same thing, cola. Yet Coke has, with a few missteps (see the New Coke debacle of the 1980’s) kept their branding consistent over the years and even from country to country. If you were to see a Coke can in Russia you’d still recognize it as Coke even though it was printed in Russian. Coca-Cola’s trademark script white text and the stark red background along with their “wave” are so ingrained in our culture that they will never change.
Pepsi on the other hand is always changing their look. They keep a few elements that make their brand easily recognizable, but they also change some major things, like fonts. In the early days, Pepsi’s logo was very similar to Coca-Cola’s in that they both used a scripty, handwritten typeface for their names. But over the years, the two colas would try to distance themselves more clearly from one another, since Coke was red, then Pepsi would be blue (with some red and white thrown in for good measure). Pepsi developed their red, white and blue wave circle and that mark has stayed with the brand to this day. Sure it has gone through some changes but it always remains a red, white and blue wave circle. The typeface for Pepsi has changed numerous times over the years and will most likely continue to change for years to come because Pepsi knows that their brand needs to stay “current” or “trendy” to keep competitive with Coke. In 2014 Pepsi introduced a new color of blue for their products. For years they have been a dark blue shade, but they are now introducing a more royal blue into their design.
What does this mean to you and your logo? It show’s two different paths to owning and maintaining a logo for your business, product, brand, team, club or whatever. One path is to constantly evolve while maintaining elements that identify your brand while the other is to keep a consistent look that can translate over many decades and generations. While neither approach is better than the other, only you can decide which path to take.

Some things to consider when making your logo are:

• What do other logos (from similar products, businesses, etc.) look like?

• Is there a trend in the industry? For example: sport teams generally have an active feel to their logos and use 2 or 3 colors while law firms tend to use more classic typefaces and simple graphics like a scale.

• If there are obvious trends, do they all seem to run together and fail to stand out from each other?

• It’s ok, even good, to buck trends to make your logo stand apart, but you have to keep in mind what the general perception will be. A florist probably shouldn’t have a logo that would look more at home at a car dealership.
Colors and What They Mean
Colors can cause an emotional response in us humans, and we react to them whether we are aware of it or not. We are hard-wired to associate certain colors with distinct feelings. Colors are the most basic method of non-verbal communication we have and once you have an understanding of what each color represents you can plan the colors you'll use in your logo.

There are millions upon millions of colors in the universe, so many that crayon makers can't keep up! For our purposes here, we will take a look at the base colors and the feelings they can elicit.

Yellow: upbeat, warm, uplifting, originality, practicality, cheerful.

Orange: confident, playful, friendly, happiness, enthusiasm, uninhibited, extroverted.

Red: positive, exciting, bold, motivating, leadership, strong-willed, romantic.

Purple: creative, inspired, wisdom, imaginative, immature, individual, awareness.

Blue: strength, trust, loyalty, peace, integrity, reserved, honesty, tranquility.

Green: growth, healthy, balance, harmony, renewal, optimism, spring, fresh.

Black/Grey: balanced, informed, neutral, mysterious, fluid, bold, strong.
**Color Theory and Harmony**

As you can see, many companies and brands have done extensive research into which colors work best with their particular messages. Some of the best logos make good use of color to convey a non-verbal message to their audience. There are no rules set in stone when it comes to choosing colors for your own logo, but this guide can help you to understand what others might perceive when viewing your logo.

Most everyone has heard of complimentary colors, colors that are directly opposite each other on the color wheel, like red & green, yellow & purple and blue and orange. We see these combinations used quite often because they work together as “compliments” to each other, but these options are a bit limiting, even if you were to shift hues of the colors, you are still dealing with two colors that we all seen thousands of times.

Another approach to finding good color combinations is Color Harmony, and it works the same way complimentary colors work, but use more colors and instead of traveling directly across the color wheel a rectangle or triangle is used to point to colors.

As you can see, the color wheel is a valuable tool for determining good color combinations.
4 Corporate Color Swap
To demonstrate how much color can play a part in our daily lives, I've put together a visual experiment. Take a look at these well known logos with their primary colors swapped with those of a competitor. It's amazing how much the feel of each of these logos changes with a simple color swap!
The world of fonts can be a bit intimidating and confusing. A quick Internet search for fonts will reveal no shortage of websites offering free fonts, fonts for sale and font related software. Fonts come in so many styles and formats that if you've never used a font outside of the ones pre-installed on your computer it can seem quite daunting.

Let's take a look at some common terms.

**Serif & Sans-serif**

A serif font has flourishes or lines at the end of strokes, while sans-serif fonts do not.

**Thin, Regular, Bold, Heavy, etc.**

These are simply descriptions of a font's weight - or thickness of stroke. Fonts often come in a family, and that family is usually the same style throughout with varied weights.

**Special Characters**

Oftentimes a "free" font will only contain a set of letters such as just the upper case or lower case and no special characters. When you are using a font like this and need to use punctuation like and exclamation mark (!), or percentage sign or even an "at" symbol (@) they will simply just appear as a standard style and not match the rest of the type or as empty boxes. Take a look at a sample of a font that contains special characters and one that does not.

**OpenType**

OpenType is the industry standard for fonts and used by all major font foundries including Microsoft, LinoType and Adobe. OpenType fonts are scalable to very large sizes without compromising clarity - they stay sharp at any size. All of the fonts found on Summitsoft.com and Macwareinc.com are created in this exacting format to ensure best results.
Finding Fonts

Finding fonts to use seems easy enough, you can peruse any number of websites that offer free fonts for download, however, most of the time those fonts are for personal use only – meaning, they are not to be used for any project that has commercial potential. You can use these free fonts for family newsletters, scrapbooking, flyers or any other project that basically is just for friends and family, but once you make your self known the public, you'll want to make sure you are using fonts that are licensed for commercial use. A font with a commercial use license allows you to use the font for public purposes, such as in a logo or advertising. Generally speaking, commercial-use fonts cost money and can be found online. Summitsoft has a large collection of fonts available at www.summitsoft.com for Windows, and www.macwareinc.com for Mac fonts. All of the fonts in Summitsoft's library are licensed for commercial-use and can be purchased easily.

Having said that about "Free" fonts found elsewhere, you can find a truly free font sampler collection on summitsoft.com and macwareinc.com. It's a collection of 10 fonts from the other packs for sale, and yes, these free fonts actually are free and come with a commercial-use license. So there's really no reason not to try them out!

Managing Fonts

Once you have your fonts picked out, you'll need to install the font on your system and depending on your computer you may want to use a font management application. There are many font managers out there, including Summitsoft's own, which comes with the font collections available on the website.

Now that you have your fonts installed and ready to use feel free to experiment with different looks and different fonts. Try your name in all caps or all lowercase, you never know what will look good until you try it! Personally, I always start a new logo with the font, once you have the font nailed down the rest of the design can flow from that style.

I follow a simple rule that has served me well over the years when it comes to fonts: Keep it Simple. That's it. Don't go overboard and see how many different fonts you can jam into a single design. I like to use no more than two different fonts in any given design. Within those two fonts, it's okay to use styles such as bold or italic if needed.
chapter 6

Time For A Change?
Some of you may already have a logo and are perhaps thinking about a change. How do you know when it’s time for a new logo? That’s completely up to you, but the fact that you are even thinking about it means that you should at least explore new ideas. Many companies are constantly changing their logos to keep up with the times and to stay current. In a previous chapter we looked at how Pepsi has continually evolved their look while Coke has remained fairly steady. While no one but you can decide if it’s time for a new logo, here are few things to consider.

Many retailers have tried to soften their perception over the years. Walmart changed their logo from the stark, all capital letters design that they had for decades to a more friendly, rounded letter design with a passive blue and a friendly sun icon.

Old logo:  

WAL*MART

New logo:  

Walmart

NFL football teams make changes all the time. Sometimes the changes are subtle, like the

Minnesota Vikings making small tweaks to their logo, while others are substantial, like the Denver Broncos.

Old logo:  

New logo:  

As you can see, the changes made to the Viking’s logo are minimal, but make the overall final image cleaner and more sleek. The Broncos logo is a radical change – the horse is completely new and the big letter “D” is gone. However, the team stayed with it’s color scheme, if not a slightly modified version of it. Changing from a bright orange and blue, to a darker shade of those colors.
A look at some well known companies and how their logos have changed over the years…
It's safe to assume that if you are reading this book you are considering a new logo. By now you've undoubtedly discovered that there are plenty of options when it comes to obtaining a logo and each has its pros and cons. Let's take a quick look at each of these options to help determine which is best for you.

Professional Design Firm

With a design firm or agency you can expect to get a professional looking logo, but the cost is often in the $1000's and higher and the process can take months. You can spend hours trying to express your ideas and looking at revision after revision before landing on an option you are happy with.

Freelance Graphic Designers & Online Crowdsourced Designers

There are plenty of websites out there that allow you to have designers bid on making a logo for you. You may get lucky and find a good designer at a low price, but most of the time you'll end up wasting time and money trying to find the right fit for your logo project.

Online Logo Design Services

It seems like there's a new online logo service website popping up every day and while their prices may differ slightly, the end result is often the same - a logo that is OK but not really what you were looking for. Generally these services advertise a reasonable price but most of the time that cost increases substantially before all is said and done.

Online "Do It Yourself" Logo Makers

There is a world of online DIY logo makers out there and a world of difference between them. A good portion of them are the same thing with the same content and are very limited in what you can make. Others basically ask for your business name and a few other questions before “randomizing” a custom logo which is nothing like you had in mind. Pricing can range from free to $100's depending on the site, but in the end you get what you pay for and sometimes even that is too much.

This is where Logo Design Studio Pro Online comes in. Technically it is an online Do It Yourself logo designer, but it was built with over 18 years of experience in logo software knowledge. Summitsoft has been the leader in Windows and Mac logo design software for nearly 2 decades and have brought that experience to Logo Design Studio Pro Online - the easy to use online logo creator.

In the end, your logo should reflect what your business, product, brand, group, organization, or whatever represents in a pleasing and easy to understand way. Use the ideas that you've learned about colors and fonts along with your own style and you should end up with a logo that you can be excited about for years (or decades) to come.

If you are ready to create your first logo, or update your existing logo you can use expensive software like Photoshop, Illustrator and the like or you can try Logo Design Studio Pro Online. Easy to use, drag and drop, web-based logo creation that allows you create professional looking logos from scratch or modify any of the included templates that are available in many different styles.

Check out Logo Design Studio Pro Online at

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