



# WOULD YOUR LOGO PASS THE TEST?

Determine if your logo was built to last!



Create the highest,  
grandest vision  
possible for your life  
because you become  
what you believe.

OPRAH WINFREY



## FIRST THINGS FIRST

Before creating a logo, we should understand WHY we should create a logo in the first place. Not just any kind of logo, but a compelling one! A logo that people will remember when they think about your business.

Studies show that **90% of people judge a business by its looks!** And we don't want to lose any potential customers because you don't have a great logo established.

A great logo:

- **Is simple**
- **Is timeless**
- **Is memorable**
- **Represents your brand's message**
- **Attracts your ideal customers**
- **Is scalable**
- **Is legible**
- **Is unique**

When we think about your business, we want people to know what your business represents, understand the value you give, appreciate the quality of service you deliver, and remember your brand over the competitor.

We want you to create a logo that stands out...

A logo that can live for years to come...

A logo that attracts your ideal customers.

Your potential customers can make a first impression based on your logo.

Let's say you're shaking hands with a potential employee. The handshake is firm so your first impression might be that this person is confident.

If you're using a dating app, you may swipe left (or right) based on what you see what image they use on their profile.

And just like that, your logo leaves a first impression to your potential customers.



## BUILT TO LAST

A great logo is a valuable asset to your business because it represents your brand.

The human brain was built for visual information. In fact, **90% of the information processed by the brain is visual**. So creating a memorable logo is super important for our potential customers to remember us the next time they need our services.

There are a lot of factors to consider when creating a strong logo that's built to last. Here are a few questions to think through when creating a logo that will represent your brand really well.

- **What product or service do you offer?**

Although a strong logo doesn't have to be quite literal, including an icon or symbol of your product or service is one sure way to let people know exactly what you do.

- **What are some of your core values?**

Knowing your core values can help choose the colors and style that tell your brand's message.

- **What type of customers do you want to attract?**

Understanding your target audience can help shape your brand's aesthetics by using styles and colors that your ideal customers will love.

- **How do you want potential customers to see your brand?**

Even though you may see your brand one way, your customers may see it in a completely different way. You should make decisions based on your goals and who your ideal customers are to help guide how your brand is perceived.

- **Who is the competition?**

When you research your competition, the purpose isn't to copy what they're doing, but to understand what has worked and why. Knowing these things can help you position your brand differently to help your business stand out and offer something truly unique.

- **What is your brand's personality?**

Choosing a specific style for your business helps tell your brand story. Is your brand fun and whimsical? Sophisticated and mindful? Bold and minimalistic?



## DIFFERENT LOGO TYPES

There are several types of logos. When you're narrowing down on what type of logo you should create for your brand, think through your brand goals!

### 1 Monograms

Monograms are logos that use letters in their logo to represent their brand. This type of logo are usually used for businesses with long names that might be hard to remember like CNN and H&M.

### 2 Wordmarks or Logotypes

Workmarks or logotypes are logos that are primarily text based. They can either be created by picking out a font and typing their name or creating a custom font to build their mark.

### 3 Logomarks (or pictorial symbols)

Logomarks are what we usually think of as logos. They use pictorial images to represent their business. For example, someone may use a stylized icon of a camera to represent their photography business.

### 4 Abstract Logomarks

Abstract logomarks incorporate abstract shapes that represent a concept or convey a brand's message. A great example of an abstract logomark is the Nike swoosh. This special mark tells their brand story, but doesn't mimic an actual object (like a camera).

### 5 Mascots

Mascots are commonly used for educational institutions, but they can also be used for family-fun brands that showcase a brand's fun personality. Tony the Tiger from Frosted Flakes is a great example, "They're grreat!"

### 6 Combination Marks

Combination marks are extremely common. They use two different types of logos combined into one. A logo that uses a symbol or icon along with text. When enough brand awareness has been developed, people will associate them together which allows you to use the logomark without the text or use them both together.

### 7 Emblems or Badges

Logos that use emblems are similar to crests and seals and have a more traditional feel, but they have also become super trendy depending on how they're designed.



## COLOR SELECTION

Someone business owners choose colors based on their personal preference or color palettes that are super trendy right now. But I encourage you to choose your colors based on your brand goals, target audience, brand message, and brand personality.

Colors can mean so many different things! They can evoke an emotion, a specific mood, and even help tell a story. How you combine colors can also play a huge factor on how your brand feels and how its perceived.

The best way to choose your colors is to keep your goals and your ideal customers in mind. You'll hear me say this over and over again — it's just too important!

### Here are a few characteristics and descriptions for each color:



# Aa Aa

## FONT SELECTION

For logos, specifically, I personally love to take a couple different foundational fonts and build a custom logotype for businesses. That way, no one can just type their business name with the font you chose and have their logo look exactly like yours.

By customizing your logotype, you can add in subtle changes to the text to help create your brand's personality!

So where to start when picking out the best fonts for your brand...

There are a few different categories a font will go into, but we'll talk about two main categories.


### **Serifs vs Sans Serifs: What's the difference?**

**Serif** fonts have little "feet" in its letters that form lines or tapers at the end. **Sans Serif** fonts — sans means "without" — are letters built without these "feet."



If your brand is little more traditional and elegant, choosing a Serif font to represent your business would be a great decision. Sans Serif fonts are more modern, clean, and minimalistic.

You also want to keep in mind that when you choose a font, make sure it's easy to read, represents your brand personality, and attracts your ideal customers.

 **Pro Tip:** Try and stay away from fonts that are super trendy (like some overly cursive fonts) as they'll get outdated fast and can be super hard to read especially when scaled to a smaller size.



## SCALABILITY

**Does your logo have great contrast?** If your logo printed in black and white, would you be able to see what your logo is? Would you be able to read what your logo says?

Here's a tip, when you start designing your logo, create your logo in black and white first! If your logo looks good in black and white, you can almost guarantee that it will have great contrast when you introduce colors into your logo. Just make sure you pick the right colors to keep the contrast!


I've seen logos created with really thin lines and very pale colors because it was super trendy at one point. It that started off looking okay at a large scale, but when scaled to a smaller size, it was extremely difficult to read. Unless it's a watermark, your logo should be super easy to see and read. You want your logo to stand out!

After you add colors to your logo, start playing around with the size. Blow it up to a large size to make sure everything is lining up as it should. When you scale it down to a small size (just under an inch), can you still read what your logo says or what it is? If not, go back and edit your logo to make sure that it does.

**Less is more!** Don't be tempted to throw in a lot of information into your logo. Simple is best when it comes to creating a logo that lasts! If you do include more information, be sure to create a responsive logo. Responsive logos are alternates that look similar to your main logo, but leaves out some information as the logo is sized down.

If you insist on using a cursive font to add a little more personality into your logo, be sure to triple check the legibility of your logo. If it's really hard to read, scaling it down to a smaller size will make it that much more difficult. Some logos that use overly cursive fonts makes it almost impossible for a potential customer to read your logo.

**Make sure your logo is easy to read at any scale!**

 **Pro Tip:** Make sure you (or your designer) creates and provides vector files for your logo. There are some designers now who create logos with easy-to-use software that will only provide jpgs or pngs. These files will not scale at a large size very well and will be pixelated if not designed correctly. These jpgs and pngs are generally compressed and will degrade over time. The vector files will always stay crisp and clean and you can scale to any size without losing resolution!





## CREATE A COMPELLING LOGO

Now you know whether or not your logo would pass the test! You want to create a logo that attracts your ideal customers, conveys your brand message, and a logo that helps position your business to look professional!

The goal here is not to make a logo that's "good enough" or one that looks like everyone else out there. The goal is for your business to have a logo that represents your unique vision and what your business ***will become*** in the future.

A great logo is a really powerful thing and can say a lot to your ideal customers.

To recap all the things mentioned previously, a great logo is **immediately recognizable**. A great logo **reflects your brand's message**, and **helps you stand out from your competitors**. An effective logo looks professional and seamlessly fits in with a brand's identity. And a great logo also needs to work at any size and anywhere you want to use your logo.

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Keep in mind these key ingredients when building a compelling logo! Even though your logo is just one small part of your brand, it's one of the first things your potential customers will see. What type of first impression will you want to make for your ideal customers? Will it help them know what you stand for? Will it tell them that you take your business seriously? Will it show them your brand's personality? Will it inspire YOU to grow your business to its fullest potential?



Logos and branding are  
so important. In a big  
part of the world, people  
cannot read French  
or English — but are great  
in remembering signs.

KARL LAGERFIELD

**Sung & Co** is a branding and design studio that believes creativity and innovation inspire people to stay curious and connect in a much bigger way.

## WE HELP BUSINESSES



### **ATTRACT** Ideal Customers

Instead of wondering where to find your customers, understand who your ideal customers are and have them come to you!



### **CREATE** Memorable Experiences

Creating amazing brand experiences for your customers will offer them something unique that makes you unforgettable!



### **GROW** a Profitable Business

Developing a solid strategy with beautiful visuals will help you gain traction in your business and grow a successful brand!



We're so passionate about seeing people succeed! We love designing brands for business owners like you who want to see their visions come to life — and to help come up with a strategy for your business to grow into what it *could* be!

It's not just about making something for you. We want every aspect of your brand to be **strategy-infused, cohesive, creative, and beautiful** so that you can attract customers who understand, appreciate, and need the kind of value you give. We want people to see the quality of service you deliver by creating a brand that's particular about the details. We want to build a brand that represents your business well and one that conveys your brand's message. And we want to help you accomplish your goals (present and long-term) and grow a profitable business you absolutely love!

We want to partner up with business owners who want to create something truly unique for their customers. If that's you, visit us at [sungandco.com/get-started](https://sungandco.com/get-started) to start your brand journey.