Logos

23 February 2020   12:54

How many logos can you name? Macdonalds? Nike? Apple? All huge multinational corporations with millions to spend on building brand recognition. Have a look at logos and see how they work – pay attention to the colour schemes and simple designs. You will probably also find that, although you couldn't recall them immediately when you see them you immediately recognise them – banks, shops and products. Can you immediately recall the OCA logo?

From <https://wordpress.com/post/peterhungerfordgd.wordpress.com>

Looking into award winning logos

this year's entry deadline at the end of the month, it's a good time to look back at a few of the stronger winners from recent years.

Troll logo development, by Pacifica.

Troll

The client name, Felix Trolldenier, was unusual. What seemed to him like a disadvantage, seemed to the designers at Pacifica to give added value. They abbreviated the name and used typography as a figurative element, giving it personality and expression. "A logo that is reactive, moody and charismatic. From the use of motion capture technology, it was possible to replicate actual movements and link them to the typography used in the identity, approaching the performance of an actor to a character. In studio and through a set of high-resolution infrared cameras, we recorded and and incorporated in the logo a series of actual behaviours, impossible to replicate in any other way."
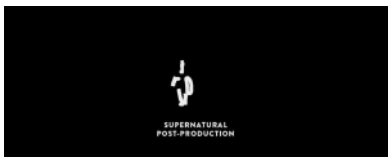
Gund

GUND is the oldest manufacturer of soft toys in America, and their logo, designed by Cynda Media Lab, pays homage to the company's tradition of capturing facial expressions in their toys.

1. Starbucks

The siren has been around since 1971, and has evolved since then to become the Starbucks logo we know today. Even though they have now done away with the Starbucks name on their logo, we can **easily recognize** the world's most popular café.

2. Mcdonald's

The golden arches. Who doesn't recognize that? It's partly because it's internationally known, and also because of how **simple** it is. It's derived from their early architecture to be seen from afar, and now it's incorporated into their branding.

3. Apple

The Apple logo has always been prominent, but has grown over the years due to the rising popularity of Apple products. It is now associated with sleek, clean machines. People can love or hate Apple products, but they **can't deny that they recognize the logo**.

4. Fedex

This is the logo used in design textbooks and articles to describe simplistic yet effective logos. After seeing the negative spaced arrow between the "e" and the "x", there's no un-seeing it. *"Good design is as little design as possible."* – Dieter Rams

5. Mercedes

Mercedes-Benz is the **face of luxury cars.** If you think of something posh yet comfortable, you think of them. The triangle star represents the brand's "dominance over land, air and sea". The best logo brands **don't need their names to be recognized by the masses.**

6. Pepsi

The famous cola drink brand was first launched in 1898, and has since evolved through the ages from a decorative scripted font to the red, white and blue globe that we see today. The scripted font has recently returned to the branding, but even without it the drink is **still widely recognizable.**

7. Nike

The Nike swoosh, created by Carolyn Davidson as a graphic design student, back in 1971, and the story goes that s**he was paid $35 for this logo.** (She later received gifts from Nike as a form of gratitude for this iconic symbol). It is so **beautifully simple**, yet makes it **easy to understand** what the brand is all about.

8. Coca-Cola

Coca-Cola is the brand of brands. Coca-cola's branding has **been slowly built over time**, with their dedication to their company associating themselves with happiness. The script font has only been tweaked ever so slightly over the years, but still remain consistent. It is **definitely timeless.**

9. Chanel

Lela Buttery

To match her unique name, Lela Buttery has a unique set of skills, too — biologist, food educator, and organic food sourcer. Her new company needed an identity that played off the Buttery name in a contemporary way while avoiding butter clichés. TRÜF in Santa Monica did the rest.

Merzatta

Merzatta is a husband and wife jewellery design team. Their work is inspired by elements in nature, but ones that aren't immediately seen; finding joy in hidden treasures. Designed by Works Progress Design, the logo — a pair of squirrels facing each other — speaks to both the connection to nature, and to the warmth and love the couple put into each piece they make. The negative space between them forms the shape of an acorn, a nod to the little discoveries that only come to light when they come together. There's a visual imbalance when the squirrels are shown in the lockup, but the symbol on its own is lovely.

When someone thinks of fashion, the Chanel logo definitely comes up. The double "C"s represent Coco Chanel's **minimalist fashion designs, forming her initials.**

10. Mickey Mouse

Mickey Mouse is undoubtedly everyone's favorite mouse, and the mascot of Disneyland. The round shapes signify Mickey Mouse as a good character, much like how Disneyland is the "happiest place on Earth". The **silhouette of Mickey Mouse** is definitely one of the most iconic symbols.

From <https://www.readyartwork.com/10-most-iconic-logos-all-time/>

1 – The **Walmart** logo symbolises a spark, inspiration and the great ideas of Sam Walton. The Walmart logo has various other meanings attached to the chosen shape, colour and font of the logotype.
- The shape signifies Walmart to be environmentally-friendly and organic in nature.
- The colour combination of blue and yellow depicts commitment towards quality and passion.
- The font used is in lowercase, depicting simplicity, and rounded suggesting transparency.

From <https://inkbotdesign.com/100-famous-logos/>

2 – **Royal Dutch Shell** had its first service station in California. There was a major chunk of settlers from Spain. The colour combination chosen by Shell was therefore red and yellow from the Spanish flag. The shape is related to the founder.

From <https://inkbotdesign.com/100-famous-logos/>

3 – **Apple**: With an idea to stick to a simple logo design, the logomark used was an apple with a bite. This came instead of previous plans of using the illustration of Isaac Newton. Their famous logos denote the spread of knowledge by obtaining it from the use of computers. Also, the concept of enlightenment of humanity is visible from the story of Adam and Eve. Learn the story behind **Apple's Logo**.


4 – The **Microsoft** logo depicts four colours, each representing an independent component. The blue square represents Windows. The red represents Office. The green represents Xbox, in other words, fun. And the yellow represents the surface. Though no evidence justifying the choice of yellow is known.

Orleans + Winder

Fashion and design purveyors Orleans + Winder are named for the cross-streets where their showroom resides, in the creative centre of Detroit. Taking the Orleans + Winder initials, Seattle-based Civilization crafted a monogram that gives the appearance of an uninterrupted winding road, paying homage to the intersecting streets. The designers took inspiration from the brand's gritty, industrial noire looks, paired with their minimal, stripped-down aesthetic.
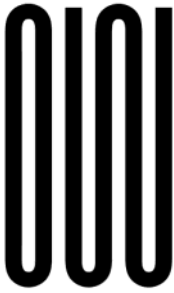
ORLEANS + WINDER

Cochon Dingue

Cochon Dingue (crazy pig) is a chain of French bistros in Québec, Canada. With vintage-French-poster–inspired typography and the bleu-blanc-rouge palette, the redesign by Québec-based LMG clearly shows the French roots while adding some contemporary fun. Full case study.

5 – **Google's** famous logos are unique. It uses colour iterations and holds all primary colours. The "L" letter symbolising 'leader' is different and unique out of the basic colours. Google is the only brand which has an ever-changing logo. This attribute makes it unique and the brand value is well-depicted in the changing logos.

Learn it all about Google logo. See the **_changes_**.
6 – The **IBM** logo is a symbol of progressive growth in the area of graphic design. Have a glimpse through the **_IBM logo history_**.

7 – **Mc Donald's** "Golden Arches" is the traditional symbol used by their restaurants. The slight change in their famous logos depicted the unique style of McDonald's with the imbibed letter M.

Read through the **_McDonald logo evolution history_**.
8 – **Toyota's** logo has an oval shape. Their famous logos have seen several changes over time with each having its own significance. Learn all about the **_logo evolution history for Toyota_**.
9 – **Samsung** is a Korean company. In the Korean language, the word 'Samsung' refers to three stars. The founder of Samsung had a desire to leave an everlasting presence in the market, only like stars do in the sky. It also depicts power. The logo has gained the prominence it had in its evolutionary history. Learn more about the **_Samsung logo story_**.
10 – **Ford** depicts reliability and affordability through the oval shape of the famous logo design. The first car manufacturing company still has its founder's name inscribed in the logo. Whereas the letter F and D depict style.
Go through the **_Ford Logo story_** here.
11 – The **Honda** logo depicts confidence and durability by use of the bold letter "H". Named after its founder Soichiro Honda, the logo still retains the original "H" in it.

From <https://www.logodesignlove.com/how-logo-awards>

12 – The **Hewlett Packard** logo combines the surname of both its founders. The blue colour in the logo describes excellence whereas the white prompts grace. The tailing out of H and P in the logo symbolises innovation.

13 – **Tesco** speaks of trustworthiness for its products, represented in its famous logos. The use of blue and red colour suggests prosperity. The colours come from the British flag where the company had its headquarters. The font used in the logo is especially founded for Tesco.

22 – The **Motorola** logo signifies its capability in the use of the colour blue. The colour depicts reliability, supremacy and approachability.

23 – The **Roxy** logo design, which is Quicksilver's female clothing line, derives association with its target audience. The heart shaped logo has two of Quicksilver's famous logos combined.

24 – The **Lacoste** logo comes from the bet between Rene Lacoste and French Davis team captain. The captain had promised Rene to gift him a crocodile skin's suitcase on winning. Later the crocodile in the logo depicted a memory for Rene who was the hero of the sport.

25 – The **Verizon** logo shows the masculine colour combination of red and black. The red checkmark in the famous logo represents the company's excellence.

14 – The **Petro China** logo depicts the commitment of the company towards the environment, along with energy. The symbol matches that of China's national flag.

15 – The **Exxon Mobil** logo prompts vibrant colours, depicting energy. It also promoted reliability by the cross in the two "X".

12 – The **Hewlett Packard** logo combines the surname of both its founders.

verizon✓

EXXONMOBIL

NATIONAL GEOGRAPHIC

logo is like the front door of a business. It's a first impression. It's a greeting. It's got an energy. The world's most iconic and famous logos have this down.

What makes a successful logo design? Successful logos are immediately recognizable, reflect a brand's message and stand out from the crowd. They build trust and look timeless and professional. Effective logos also work at any size and anywhere. The top 10 iconic logos below manage to do all this and more.

Markets and trends are always evolving, but certain characteristics like typography, layout, patterns and color have a huge impact on how people perceive a logo. Knowing how the big brands do it right will help you refine your own brand and connect with your audience.

Let's dive in and take a look at a few companies who have really raised the bar with their logo design, why they have been so successful, and what we can learn from their iconic logo designs.

Top 10 famous logos
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Target
The history
Target created their unique and synonymous logo in 1962. Originally, it had three white and three red rings with the company name boldly displayed across it. Just seven years later, the company launched a famous ad that featured a woman wearing the Target logo as an earring— the earliest use of Target's branding becoming "unexpected."

In 1989, the company temporarily removed the image from its logo, and it became a text-only wordmark with "TARGET" in bold lettering. But in 2006, the iconic, standalone bullseye returned with the text removed.

The design
What better way to represent the name "Target" than by using an actual target. Makes sense, right? Simple, yes. But the passion behind the design goes deeper.

Target's logo stands out due to its strong use of the color red and striking simplicity. Many of the logos we will visit in this piece have stood the test of time due to their impressive minimalist design, and the Target logo is the most prominent in this regard.

The circle-within-a-circle logo design communicates universally. The use of negative space beyond the outer red ring carefully creates an image of strength and trust. Circles convey friendship, community, and endurance—traits which are all important to the Target brand.

In business, the color red denotes passion, importance. and attention. White represents cleanliness, virtue and health. When we explore the philosophy of the company, the colors used in their logo design match perfectly with the vision and purpose of the corporation.

It's incredible how much thought and effort went into such a *simple* logo.

Here are the most important steps to designing a logo:
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You may be asking yourself: How can I design my own logo? These are the steps you need to follow:

1. Understand why you need a logo
2. Define your brand identity
3. Find inspiration for your design
4. Check out the competition
5. Choose your design style
6. Find the right type of logo
7. Pay attention to color
8. Pick the right typography
9. Communicate with your designer
10. Evaluate your logo options
11. What not to do when designing a logo
12. Integrate your logo design into your brand

1. Understand why you need a logo. And why it needs to be great.

logo is an image that symbolizes your business. But did you know there are 7 different types of logos?

Abstract mark   Mascot logo   Combination mark   Emblem logo

Letter mark   Pictorial mark   Wordmark

- **Red:** Red stands for excitement, passion and anger. It's a great choice if your brand is loud, youthful and wants to stand out.
- **Orange:** Orange is much less used than red but it's just as energetic. This is a vibrant, invigorating and playful color.
- **Yellow:** If you want to look accessible and friendly, yellow is the right choice. It gives off a cheerful, affordable and youthful energy.
- **Green:** Green is extremely versatile and can work for any brand really. It's especially perfect for anyone who wants to establish a connection to nature.
- **Blue:** Blue is a very classic and common choice. It is calming and cool and symbolizes trustworthiness and maturity.
- **Purple:** Purple can be your ticket to looking luxurious. Depending on the shade, purple can be mysterious, eclectic or feminine.
- **Pink:** If you're going for girly, nothing works better than pink. But that's not all! With shades like pastel rose, millennial pink or neon magenta, pink can give your logo a grown up and cool, but still youthful and feminine look.
- **Brown:** Brown may sound like a strange color choice at first, but it works perfectly for rugged and masculine vintage logos. It can give your brand a handmade, unique and aged look.
- **Black:** If you are looking for a sleek, modern and luxurious look, black will

The lesson
Depending on your industry, you'll need to identify certain traits in your logo design. Shapes are a great way to do that. Like Target, if you want to demonstrate trust and community, circles can convey that to your consumers.

Use negative space to avoid clogging up your design with elements that will prevent your consumers from knowing the most important things about your brand.

Apple
The history
Apple's first logo in 1976 looked nothing like the logo we know today. The original featured Isaac Newton sitting beneath a tree with the apple hanging from it, poised to drop. While it was creative, Apple quickly simplified their logo to a literal apple.
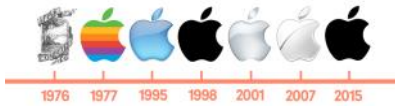
Between 1977-1998, Apple often used a rainbow-colored logo design to coincide with their first color display computer. But this grandiose use of color eventually evolved into shiny chrome and then flat color—the version the world sees today.

The design
As with the Target logo, it's easy to point out the simplicity of Apple's current logo design. So, why the shift from its original rainbow to chrome to flat color?

Apple strives to make stylish products that are as accessible as possible, so even the most technologically-challenged individuals can use them. The chrome and then flat-color logos demonstrate sleekness and sophistication; the curved apple denotes style. All three traits are synonymous with the Apple brand.

What about the bite?

Some people say the "bite" out of the apple is a pun on the word "byte" (as in gigabyte, or megabyte for us rookies). Others call it a metaphor for the bite of knowledge consumers get from using Apple's products. Either way, we think it's a pretty awesome way to add interest to a minimalistic logo.

The lesson
So what can we learn from Apple's rad logo design? It's important to notice how the Apple logo displays the traits of its products in its design. Their logo completely matches the personality of their brand. When we think of Apple's products, we think of words like accessible, sleek, and intelligent. The logo conveys just that.

The simplicity of their logo goes a long way in sticking in the mind of the consumer—too many things going on in a logo, and we will most likely forget about it easily. The stark and striking simplicity of the Apple logo means it's universally recognized and easily remembered.

Google
The history
Google created its original logo in 1998 using a standard font to display the company name. The logo remained practically unchanged until 2009 when the company altered the coloring and shading of the lettering. In 2014, Google made a few minor changes to letter spacing.

In 2015, Google relaunched their logo with a new, modernized custom typeface and similar colors that were more vibrant and saturated. This is predominantly the logo we know today.

The design
Once again, the simplicity of Google's logo is clearly evident in its design (starting to see a trend here yet?). As with Apple, Google likes to boast how accessible it is to the masses, which is a huge part of what people know and love about the company.

Since Google chose a wordmark for its logo design, their use of color is very important. Google aimed to use primary colors to give its design a look that pops. However, notice the "l" in the logo. Green is a secondary color, and Google included this in its logo to say "We don't have to follow the rules," a choice that arguably makes the company look more innovative.

The wordmark's letter spacing flows seamlessly to represent how Google moves users through its interface. The use of negative space also provides a stark contrast to the primary colors used, signifying the way the company stands out over the competition.

On a final note, Google often uses quirky versions of its logo to reflect

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□ **Brown:** Brown may sound like a strange color choice at first, but it works perfectly for rugged and masculine vintage logos. It can give your brand a handmade, unique and aged look.

□ **Black:** If you are looking for a sleek, modern and luxurious look, black will be a great choice. A minimalist black and white logo is the way to go if you want to keep it simple.

□ **White:** You want your logo to look clean, modern and minimalistic? Use lots of white in your logo. As a neutral color it works in combination with all other colors, but adds a clean, youthful and economical touch.

□ **Gray:** Gray is the ultimate color if you want to achieve a mature, classic and serious look. Darker shades look more mysterious, while lighter shades are more accessible.

What makes a good logo?
A good logo is immediately recognizable, reflects your brand's message and makes you stand out. An effective logo looks professional and seamlessly fits in with a brand's identity. A great logo also needs to work at any size and anywhere you want to use your logo.

A good logo:

□ is unique and distinctive

□ is memorable

□ works at any size and anywhere

□ reflects your brand identity

□ is timeless

But how to make a good logo? Here are some general questions to ask yourself when evaluating your logo options:

□ Can you tell what it is in 2 seconds? Will people immediately know what your business does?

□ Is it simple and memorable? Will your customers be able to remember it?

□ Is it versatile? Can it be applied to all your brand's needs?

□ Is it timeless, or would you have to do a redesign in a couple of years?

□ Is it unique? Does it set you apart from your competitors?

□ Does it appeal to your target audience?

Generic logos feature design elements that have been used so many times, they no longer feel like original creations. Some of these common, overused logos are easy to spot—think anything that looks like old Microsoft Clip Art. But others are less obvious to the untrained eye. Fear not! We've rounded up the most overused logo design concepts so you

• Read

Case Study: Bandido Coffee

• Read

Playful Typgraphic Logos

• Read

innovative.
The wordmark's letter spacing flows seamlessly to represent how Google moves users through its interface. The use of negative space also provides a stark contrast to the primary colors used, signifying the way the company stands out over the competition.
On a final note, Google often uses quirky versions of its logo to reflect world events, a great way for the company to stand in community with a worldwide audience.

The lesson
Just like Google, consider updating your logo to reflect local or world events. While you might not want to go changing your logo every week, an innovative touch like this is a great way to stay relevant with your consumers.
Think carefully about the use of color and lettering in your logo design. Do bright colors represent your brand? How much space do you want to include between your letters? The Google logo gives us some great insight into how this can make a difference.

FedEx
The history
The original FedEx logo was born in 1973, a plain blue wordmark on a patterned blue background. Over the years, the colors and typeface have changed. But in 1994, the company introduced the logo we know today, with the iconic white arrow visible between the second E and the X.

The design
I have given the game away already… FedEx hid a white arrow inside the last E and X, a subliminal symbol of speed, movement and precision— very important traits for a delivery and logistics brand.
FedEx also represents multiple arms of their company through a clever use of color. While maintaining the purple color of the "Fed" in the logo design, the "Ex" portion changes based on the product. The most common color combination we see is purple and orange for FedEx Express, the service used for the bulk of packages.
Pretty cool, right? We think so.
By changing one of their logo colors, the company can symbolize each aspect of their company in a different way. Because color psychology is so important in business, each color can intentionally reflect a specific aspect of your brand.

The lesson
Hidden meanings within a logo might just be the creative edge you have been searching for in your logo design. Why not try something like this? Give your consumers that "a-ha" moment and up the clever-factor of your design to appeal to your audience in a really cool way.
Changing font color is another thing we can learn from the FedEx logo. Do you have different areas of your business where you could do something similar? Look at color psychology and see how you can weave multiple colors for multiple products into your logo design.

LG
The history
Founded in 1958 as Goldstar Electronics, the LG we all know rebranded in 1995 with an original logo and the slogan "Life's Good" curving around the left side of the design. In 2011, the logo received a glossy, 3D effect, which the company uses today.

The design
When you first look at the logo, what do you see? Hello, winking happy face!
Although more obvious than the hidden arrow in the FedEx design, the emoji face hidden in the LG logo is undeniably clever. The letters "LG"
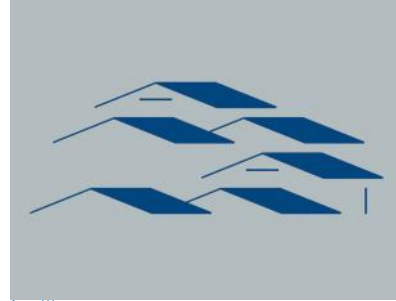
The design

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Although more obvious than the hidden arrow in the FedEx design, the emoji face hidden in the LG logo is undeniably clever. The letters "LG" match up with the company slogan "Life's Good," and what better way to bring those words to life than a happy face? Additionally, the G is shaped like an on-button, which is very fitting for an electronics company. Told you it was clever.

Like the Target logo, LG uses a red circle in its design to signify friendship, community and endurance. (When you're buying a new electronic product, doesn't it sound even better coming from a company that values endurance?) This particular shade of red officially is "the unique LG red color." It's not a particularly glamorous way of describing the color, but it does highlight how important red and its color attributes are to their brand.

On its storefronts, the company gives their logo a 3D transformation. This gives it a futuristic appeal which according to LG, helps to "strengthen the visual impact of their symbol mark and helps communicate their attributes."
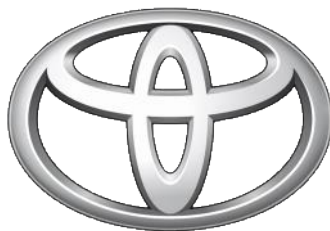

The lesson

Again, simplicity in your logo is key. The LG logo design finds ways to convey all of their brand attributes with one color, two letters and simple shapes. A great logo can establish brand identity with just a few elements. Don't go overboard!

LG also provides us with another example of a hidden image in their logo design. If you can unlock your creative side and do something similar, this is a highly innovative way to represent your brand attributes.

Toyota

The history

Toyota actually began its history as "Toyoda," named after its company founder. In 1936, the company ran a public competition to design a new logo, and rebranded as "Toyota," a word that is visually simpler (and luckier!) in Japanese. In 1989, the company launched its current oval logo.

The design

Like LG and Target, Toyota uses red as its primary brand color. When selling vehicles to the masses, a sense of community, friendship and

Super Normal Tofu
Graphic Design

- Read

Made in Britain
Graphic Design

- Read

New Chapter
Branding

- Read

Oslo City Bike
Branding

- Read

Bog Eyed Books
Branding

- Read

Yuki Sawaya
Graphic Design

- Read

TOYOTA

The design

Like LG and Target, Toyota uses red as its primary brand color. When selling vehicles to the masses, a sense of community, friendship and endurance are all vital traits. But what about that silver or gray? It represents conventionality, dependability, professionalism and safety, while the metallic shine adds a feeling of high value and quality.

The curved edges of the logo convey sophistication and sleekness, while the typeface is bold and striking, implying strength and dependability.

So, what do all those fancy looking ovals in the logo mean? According to Toyota, the two perpendicular ovals inside the larger oval represent both the heart of the customer and the heart of the company. They overlap to model the mutually beneficial relationship between both. Together they form a "T," the first letter of the company that also resembles a steering wheel shape.

While being one of the more complex logos out there, the thought and creativity behind the design definitely goes a long way in displaying the care and sophistication Toyota puts into its products.

Pretty awesome, right?

The lesson

While still staying simple, Toyota packs in a lot of hidden meanings into its logo design. You can do this too, which is a huge stride toward demonstrating the care you put into your business and building better relationships with your customers.

The Toyota logo is also a great example of contrast. The curved edges of the design combine well with the striking boldness of the font. Think about including a similar contrast in your own design. Do you want to imply strength as well as sophistication? Or maybe sleekness and endurance? Too much contrast can lead to confusion, but when used well, it's a great way to present multiple attributes to your consumers.

Mercedes-Benz

The history

Most car companies change their logos over time to evolve with design trends. But a logo that's managed to stay original and significant for over a century is the Mercedes-Benz star. The company introduced the star in 1909, and it's still the central element of their logo to this day.

Mercedes-Benz

The design

Mercedes displays its logo on many of its vehicles and advertising without any lettering. With decades of brand awareness, the company can easily tap into consumers' universal knowledge. But the star itself is packed with meaning: the three prongs represent the air, land and sea—each a segment of the automotive industry.

Like Toyota, the logo's silver color evokes dependability, security, professionalism, and conventionality along with value and quality. Notice an industry trend?

Compared to other brands, the Mercedes typeface is thin and curved, which gives it a touch of elegance—exactly the image the company wants to create.

The lesson

Fonts matter. Compare the Mercedes typefaces to the one in the Toyota logo, and you can clearly see the difference. The curved edges allow the company to evoke luxury—all with just letters. Imagine if that font was thick, bold and blocky. Not quite so elegant, right?

If you plan to use text in your logo, remember that every typeface has its own personality. Find one that fits your brand, and run with it.
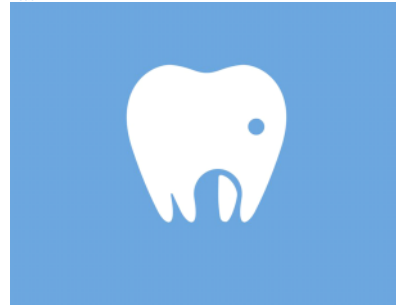
Shell

The history

You might know Shell as a gasoline and oil company. But *wayyyy* back in 1891, Shell began as a trading company that specialized in bringing sea shells to Western nations. That was quite the pivot.

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You might know Shell as a gasoline and oil company. But *wayyyy* back in 1891, Shell began as a trading company that specialized in bringing sea shells to Western nations. That was quite the pivot.


In 1900, Shell introduced its first logo, a black-and-white drawing of a seashell. Since then, the image of a shell has never disappeared from the company logo, though its various facelifts include a color makeover in 1948. The current logo appeared in 1995, the company now uses it as a standalone mark without any text.

The design

Shell's bright red and yellow brand colors are iconic. But rather than color psychology, these choices play up a cultural significance. When Shell first appeared in California, the company wanted to match the colors of the Spanish flag—where many early California settlers were born—to try and form an emotional bond with their customers. Looking at how the company has fared over time, that bond's become pretty strong.

The shell represents a mollusk, which points back to the company's trading roots, but is also part of the eco-cycle of oil exploration. A bold font and strong lines reflect a bold company with a strong standing in the business world. Can you imagine how people might view the logo if it was curvy and soft?
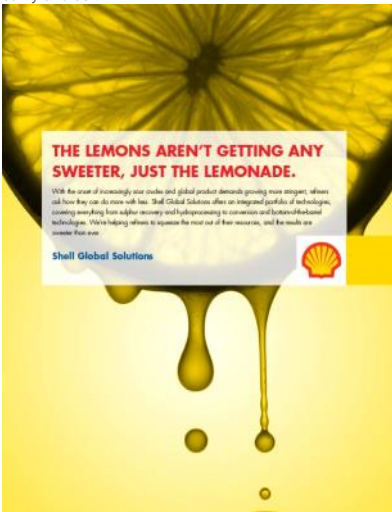
The lesson

Could you reflect your company history in your logo? Or even make a strong cultural connection? Shell's colors remind us of the company's heritage, and you could use this technique to forge an even stronger bond with your consumers.

Coca-Cola

The history

Coca-Cola introduced their first black-and-white logo (that's how most things were back then) in 1886. Over time, the logo has evolved, but that classic, script lettering has largely remained the same. By 1958, the brand's famous red and white colors officially became part of the logo. Across dozens of iconic marketing campaigns (we all remember the "Enjoy a Coke with [insert name here] bottles), the logo hasn't changed dramatically, aside from the addition of the "white wave" we commonly see underneath the text.
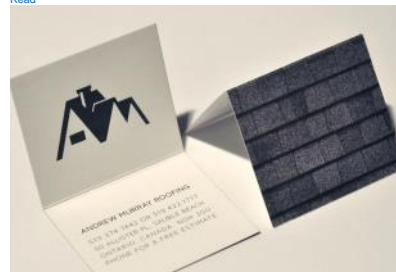
The design

You'd be hard pressed to find a logo that has been more resilient than Coca-Cola's. So what is it about the logo design that makes it undoubtedly one of the most impressive in the world today?
Originality and class.
The Coca-Cola logo design reflects classic Americana; the two are synonymous with each other. The cursive and fashionable lettering is truly unique and absolutely personifies the fashionable class of its brand.
When we think of classic America we simultaneously see the Coca-Cola logo, which gives the company both a nostalgic and cross-generational appeal.
The modern Coca-Cola logo is recognized and loved around the world because of its famous red and white colors. So, why red?
Red is a very powerful color. It evokes excitement, energy and passion. Don't these traits seem reflective of the classic America already mentioned? Red also stimulates the appetite, which undoubtedly works in a soft-drink company's favor!

The lesson

What lessons can't we take from Coca-Cola's original, innovative and simplistic design? Seriously, if you ever need inspiration for your logo, you can surely find it here.
Lead with color. Coca-Cola and red are synonymous. The company goes all-in when it comes to pushing its brand colors into its products and marketing—and it works. Use color psychology to find a primary color that fits your brand to "stimulate the appetite" of your own consumers.
Consider custom fonts. The Coca-Cola logo is particularly impressive because of the way the font clearly matches the personality and identity of its brand. That's because it's completely custom. As you develop at your brand, get creative with how you can use or reimagine fonts, letters and shapes that aren't off-the-shelf to make your brand truly unique.

Nike

The history

We all know the Nike "Swoosh," but the story behind its design is not one many would guess. In 1971, graphic design student Carolyn Davidson designed the logo and sold it to Nike co-founder Phil Knight for a mere $35.
Yes, you read that right, *$35!!* Not a bad investment. Knight forged Nike with the power of the swoosh, and the rest is history.

The design

The swoosh began with text that accompanied it. But now it doesn't even need it. Like Shell, Apple, Mercedes and Target, few companies can boast that their logo is universally recognized.
Well played Nike, well played.
In Greek mythology, Nike is the goddess of victory, and the meaning behind the name inspired the logo. The swoosh mimics the wing of the goddess combined with Nike's own brand traits.
What do you *feel* or *see* when you look at the Nike logo? Speed? Acceleration? Power? That's exactly what the company wants you to feel, and this innovative design represents all of these traits in a simple and creative way.
The swoosh also resembles a check mark, which signifies "yes", a symbol of reinforcement and positivity.
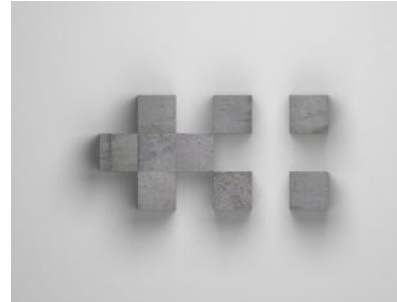

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Dive into inspiration

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From <https://www.dandad.org/en/d-ad-creative-inspiration-award-winning-logos/>

The lesson

One of the most prominent lessons we can take from the Nike logo is how to convey attributes through shape. The swoosh evokes motion and speed. What shapes tell the story of your product, brand and mission? Also consider how you can display your logo with and without text. Few logos can stand alone, but when its done right, they're just as powerful.

How famous logos do design right

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These famous logos belong to companies that people all over the world admire because of their success, philosophy, identity, or customer satisfaction. Each logo captures the brand perfectly to forge an identity that everyone can relate to.

What do they have in common? Perfect use of colors, shape and lettering—all while keeping it simple. Use these techniques to create a stellar logo design that tells your customers everything they need to know about you, your products and your values. And don't forget to pay attention to not only what you want to know, but also *feel,* when they look at your logo.

A great logo isn't the sole indicator of a successful business, but a thoughtful, eye-catching logo design will help you establish yourself as a reputable brand in a competitive space. And you'll look super awesome, too!

Looking for more logo design tips? Learn how to design a logo here.

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Chris is Assistant Head Tennis Professional at Woodbridge Tennis Club in Irvine. When he's not on the tennis court or behind the keyboard churning out life-changing ideas, he enjoys the outdoors as well as a passion for golf and soccer.