



31 Best

LOGO DESIGN TIPS FOR SMALL BUSINESSES



01

**FOCUS
ON THE
IMAGE**



02

**MAKE YOUR
DESIGN AS
UNFORGETTABLE**

03

**DRAW YOUR
IDEA ON THE
PAPER FIRST**



04

DO YOUR RESEARCH TO GET IDEAS



A photograph of a man in a grey shirt and glasses sitting at a desk, looking at a computer monitor. A woman in a white shirt is leaning over his shoulder, looking at the screen. The monitor displays a dashboard with charts and graphs. A large red number '05' is overlaid on the right side of the image. A teal diagonal overlay covers the left side of the image, containing white text.

**CHECK WITH
OTHER BUSINESS
OWNERS TO SEE
WHAT THEIR
LOGO LOOKS LIKE**

05

SURVEY

How was your experience with us?

Select one

- Fantastic
- Good
- Average
- Poor
- Very poor!!

Are you going to recommend us?

Yes No

What can we do to improve service?

Write a comment...

Finish

06
CONDUCT
A SURVEY



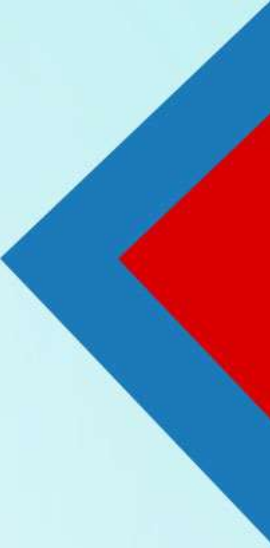
07

Check at the famous brands like Apple, Nike and deliberate about their logos



08

**CONSIDER
OF USING
UNIVERSAL
SIGNS**



09

TRY USING
VARIOUS IMAGES
UNTIL YOU FIND THE
RELEVANT IMAGE
WHICH WILL
RESEMBLE YOUR
BRAND



10

RUN A CONTEST
TO DESIGN A
VARIOUS NEW
LOGO FOR YOUR
COMPANY



11

USE
MATHEMATICALLY
GRIDS TO SKETCH YOUR
LOGO GRAPHIC



12

**DON'T OVERSTATE
PERFECTION OR GIVE UP
CREATIVE DESIGN FOR
EFFICIENT METHODS**



13

FOCUS ON
TYPOGRAPHY



14

**USE YOUR LOGO
COLOR WISELY**



15

*Make it eye
pleasing*





16

**CONSIDER OF
USING UNUSED
SPACE**

17

**DON'T MAKE
YOUR DESIGN TO
LOOK LIKE
CLUTTER IMAGE**





18

***MAKE IT
EASY TO READ***



19

UNDERSTAND
YOUR MARKET
AUDIENCE

20

**MAKE YOUR
DESIGN
UNIQUE**



21

***MAKE YOUR LOGO
SUITABLE FOR
SOCIAL MEDIA
PLATFORMS***





22

**CONSIDER
ACRONYMS**

23

DESIGN THE SAME
LOGO IN A VARIOUS
COLOR
COMBINATIONS



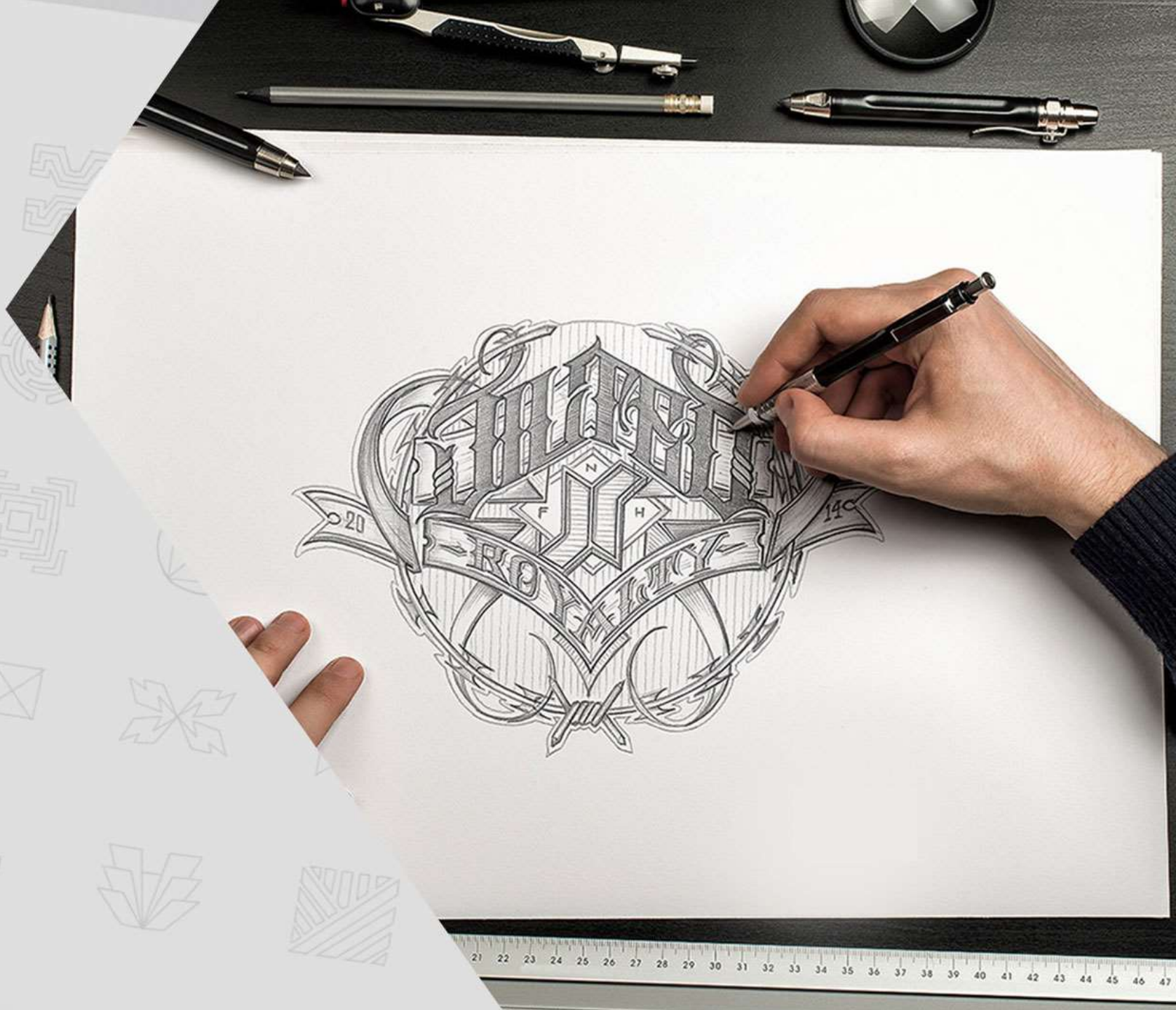
24



**AVOID
CLICHES**

25

USE SIMPLE
SHAPES TO
YOUR LOGO



26

**THINK OF DESIGNING
CLASSY LOGO
LIKE BMW**

CREATIVE

GRAPHIC

LOGO

Design

BRAND

WEB

27

**DON'T USE IMAGES.
TRY USING GRAPHICS
INSTEAD**



28

**ACTIVELY PARTICIPATE IN SOCIAL
MEDIA DISCUSSIONS TO GET
IDEAS**



29

**OUTSOURCE IT TO A
COMPANY TO DESIGN
A PROFESSIONAL
LOGO**



30

Ask your employees
to draw a logo
illustrating about the
company



31

DON'T DESIGN YOUR
LOGO IN HURRY. TAKE
TIME AND DESIGN YOUR
LOGO IN MEANINGFUL
WAY



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THANK

YOU



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