

The 3 parts of a logo

A guide to understanding good logo design

A good logo is made up of 3 elements that fit perfectly together.

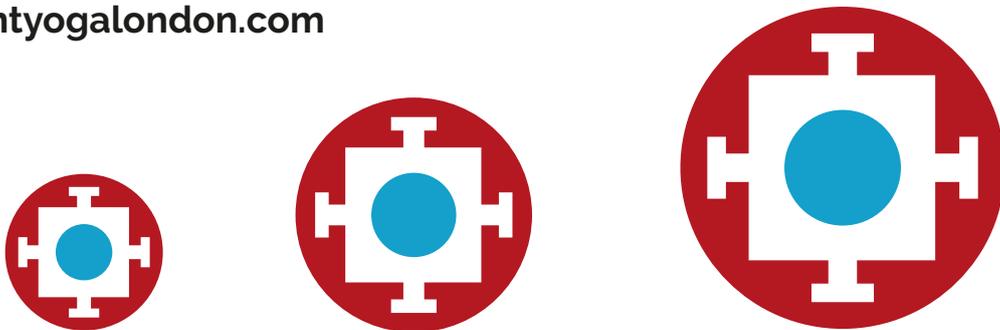
1. The brand mark

This is the graphical part of the logo. Often it takes the form of a simplified abstract shape. The shape is strongly linked to the name of the business. It needs to be clear and striking and instantly recognisable at both large and small sizes. For example:

yoganatomy.com



stillpointyogalondon.com



wildheartmedia.com



2. The brand name

This is the name or the trading name of the company or the product. It appears in the main corporate font of the brand. The text needs to be legible at both small and large sizes. For example:

yog anatomy.com

YOGANATOMY
YOGANATOMY
YOGANATOMY

Font: Ideal Sans
Weight: Bold
Tracking: 85

Tracking is the space between the letters

stillpointyogalondon.com

STILLPOINT YOGA
STILLPOINT YOGA
STILLPOINT YOGA

Font: Josefin Slab
Weight: Bold
Tracking: 0

wildheartmedia.com

WILDHEART
WILDHEART
WILDHEART

Font: Raleway
Weight: Regular
Tracking: 0

Use of fonts

It's common to use two fonts that work well together when creating a brand. This is called font pairing and can often first be seen in the brand name and the strapline that follows. Using more than 2 fonts should generally be avoided. It's also best practice to use Google Fonts because they are designed to be highly legible on any device and in print.

3. The strapline

The strapline is a short phrase that adds context to the brand name. It normally appears directly underneath the brand name in the main or secondary corporate font.

The strapline is a supporting phrase and its size and position relative to brand name is very important. It's always smaller than the brand name so the spacing between letters is important to aid legibility.

yoganatomy.com

Strapline: Educating & inspiring

EDUCATING & INSPIRING
EDUCATING & INSPIRING
EDUCATING & INSPIRING

Font: Ideal Sans
Weight: Medium
Tracking: 105

stillpointyogalondon.com

Strapline: Supporting your practice

Supporting your practice
Supporting your practice
Supporting your practice

Font: Ubuntu
Weight: Regular
Tracking: 50

wildheartmedia.com

Strapline: Authentic content marketing

Authentic content marketing
Authentic content marketing
Authentic content marketing

Font: Raleway
Weight: Bold
Tracking: 0

Bring it all together

On the next screen we bring the 3 elements of each of these logos together and show how the logo colours change on different background colours. It's important for a logo to be flexible enough to be used in as wide a context as possible while still remaining consistent and legible.



YOGANATOMY
EDUCATING & INSPIRING



YOGANATOMY
EDUCATING & INSPIRING



STILLPOINT YOGA
Supporting your practice



STILLPOINT YOGA
Supporting your practice



WILDHEART
Authentic content marketing



WILDHEART
Authentic content marketing