evobrand

LOGO DESIGN

Cheat sheet

Logo

A stylised wordmark, icon mark or a combination of both in a lockup or emblem used to identify a company, organisation, product or service.

Brand

Business, organisation or charity, selling a product or service.

Brand Identity

Logo, colour palette, typography, iconography, imagery and tone of voice messaging combined to create a brands personality.

Branding

The gut feeling people, both customers and team members, have about your brand. The promotion of a particular product or company by means of advertising and marketing. The core values and essence of your brand.

LOGO TYPES



Full lockup

A combination of wordmark and icon designed to work together to create a strong, memorable and flexible logo. There can be a horizontal and/or vertical version. Most logos have a full lockup, but then use elements in different contexts.

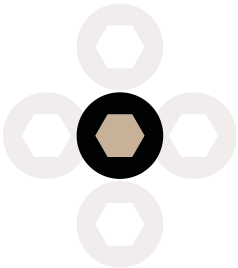
slack PayPal BARCLAYS



Wordmark

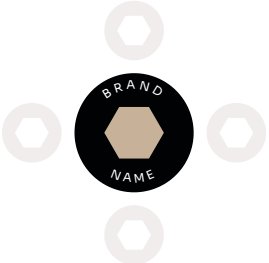
The wordmark or lettermark (for acronyms) is the typographic element of a logo. Some brands use wordmark only. It has to work harder for brand recognition but bespoke typeface adjustment can to create an elegant and unique logo.

VISA FedEx NASA



Icon mark

The icon is the abstract (Slack), pictorial (Apple) or lettermark (McDonalds) graphic element which supports the wordmark in communicating the brands identity. Useful for digital app icons and favicons. For global brands, this element alone is iconic!



Emblem

Sometimes a brand will combine elements of the identity into an emblem, mascot or badge that is a combination of brand elements. Used heavily for retail brands in leisure, food and beverages, apparel and automotive sectors.

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FILE FORMATS

Vector (Editable)

Original curve-based graphic, not resolution dependant.
Example: Logos, type and icons.

.SVG

Scalable Vector Graphic
A true vector format (embedded code). Can be opened in most vector apps and resized infinitely with no pixelation. Best for digital.

.PDF

Portable Document Format
An exported version of the original design file that can be opened with all applications. Best for web documents and downloads.

.EPS

Encapsulated Post Script
A version of the original design file with individual vectors that can be opened with other applications. Best for embedded print.

.AI
.AF

Adobe Illustrator / Affinity
The original vector design file that we create your logo in. Opens only in Adobe Illustrator or Affinity, but exports to all formats.

Raster (Non-editable)

Pixel based flat bitmap graphic, resolution dependant.
Example: Photos, gradients and low-resolution web graphics.

.JPG

Joint Pictures Expert Group
A lossy raster format that can be optimised bewtween quality and file size. Best for photographs, large web images and gradients.

.PNG

Portable Network Graphic
A raster format that supports millions of colours and alpha transparency. Best used for flat designs and logos in digital, when SVG is not supported.

.GIF

Graphics Interchange Format
Limited colour raster format that supports transparancy and frames. Best for simple keyframe animations, that can be exported as an image.

.WebP

Web Picture Format
A modern raster format with lossy and lossless compression and transparency. Best for web.

COLOUR FORMATS

RGB / HEX

Digital colour format made up of six digit values, in a combination of letters and numbers to create unique colours made of:

Red, Green and Blue.

Example: #1D52B2

CMYK

Print colour format made up of four unique colour values between 0-100% to represent printed ink made up of:

Cyan, Magenta, Yellow, Black.

Example: C50 M0 Y100 K80

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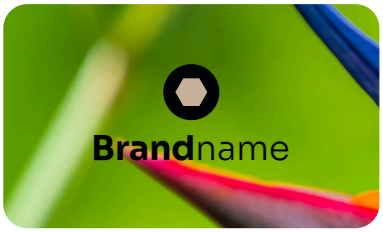
LOGO FORMATS

EXAMPLE

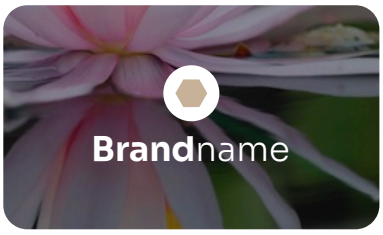
Original

Use on **light colour** backgrounds or images. This is the most used version of your logo. It can be placed on a white box, roundel or shape to make it stand out.



Reverse

Use on **dark** backgrounds or images. To be used as an alternative when the logo is hard to read on a dark colour.



Monotone (Black)

Use for application where a single colour is needed on a **light** background. For example on an engraving, black and white publication or alongside other brands in a collaboration.

Brandname1

Brandname2

Monotone Reverse (White)

Use for application where a single colour is needed on a **dark** background. For example on an engraving, black and white publication or alongside other brands in a collaboration.

Brandname1

Brandname2

Social / profile icon

A small round icon, made up from a recognisable element of the brand identity or a shortened version of the logo.
Sizes vary for each platform.

Favicon

A small square icon mark for web browser header and bookmarks.
Nomally 16x16px or 32x32px or 44x44px (Google).