

How to design a logo a beginner's quick guide



1. Quoting for logo design

Prior to the logo brief you will have already quoted the logo design and had this agreed by the client. Take into account not just the initial design time but also any time that will be involved for changes, plus any expenses such as travel to see the client. Decide if you are going to take a deposit upfront before you start work.

2. Taking a logo design brief

Take a brief from the client will generally be done by asking a series of questions, unless they are very design savvy already and provide you a written brief.

You can download a sample [logo design brief questionnaire here](#).

3. Logo design research

Do a bit of research to see what competitors are doing and look at logos and brand that the client has said they like the "feel" of.

4. Coming up with Ideas for your logo design

Start brainstorming/mind mapping ideas. Have a word or two related to the company in the middle and spin off this other word associations. Also add in doodles and pictures if it helps you.

Check out the videos I created on mind mapping for logo design [here](#)

If you are struggling for ideas think about creating a moodboard where you collect together images and put them all on a page. This can be done either digitally or physically by pasting everything on a large board. This should give you inspiration and help give the "feel" of the logo you are looking for.

You could also try the [random word creative technique](#) to help generate ideas.

5. Sketching

Sketch out possible ideas by hand.

- Can you use just type?
- Can you create symbols which represent elements of what the company do?
- Can you pull out the first letters of the company name and use them in some way?
- Can you combine letters to make a symbol?
- Can you add elements to letters to make it represent an element of the company?

6. Scan in the best ideas

Scan in ideas ready to work up

7. Choose appropriate fonts

Look for fonts which suit the logo, usually simple is best.

8. Work the idea up on computer

Work the idea up on computer - use vector software like Adobe Illustrator. Start in **black and white** and concentrate on shapes first.

NOTE

Free/open source vector graphics software

A completely free alternative to Adobe Illustrator called **Inkscape** is also available from www.inkscape.org You can also find a list of free tutorials on how to use it [here](#)



9. Colour up your designs

Once you have the designs looking good start experimenting with colours.

10. Select the best options

Select the best options and present them to the client one per page.

11. Make the client amends

Make any necessary amends and finalise the designs.

If you enjoyed this quick guide, please also check out my other course

[How to Design a Logo - A Beginner's Course](#)

plus sign up for tips on learning graphic design at www.nobulldesignschool.com