

## Logo Misuse

It's important that the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its information, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.



**NO**

Do not use the old stacked version of the Logo, or in any way manipulate the relationship between the Wordmark and the Icon.



**NO**

Do not apply a gradient to the Icon or Wordmark.



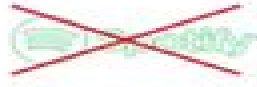
**NO**

Do not resolve the Logo in two different colours.



**NO**

Do not distort or warp the Logo in any way.



**NO**

Do not outline or create a keyline around the Logo.



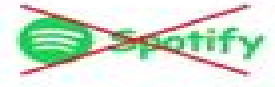
**NO**

Do not change the Logo colour or tone outside those colours specified in the colour section of this guide.



**NO**

Do not rotate the Logo.



**NO**

Do not change the typeface or otherwise recreate the Wordmark. Use only the provided files.



**NO**

Do not manipulate or alter your own Icon.



**NO**

Do not remove the circle from the Icon. The beams should never sit on their own.



**NO**

Do not crop photos or patterns through the Logo.



**NO**

Do not use the Wordmark without the Icon.

## Specify Green

→ Do's & Don'ts

Specify Green, pictured right, is our resting colour; used only in situations where the brand palette (Logo) being used.

This elevates Specify Green from the rest of the palette, ensuring that it's not confused with other palette colours.

**Do's**

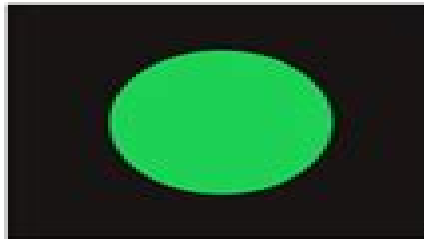
Specify Green should only ever sit on white, black, or a non-distorted photograph.

Specify Green will mostly exist in the app. If it ever appears in a brand communication, it should be the only brand colour in that communication.

**Don'ts**

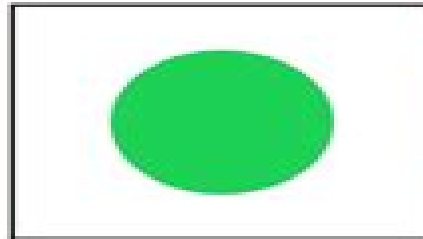
Specify Green should *never* be used as or with a colour from the brand palette, or a distorted image.

If, for example, you have the Logo in the Specify Green and you wish to use a distorted photo, simply change the Logo colour to one of the brand palette colours.



**YES**

Specify Green on black.



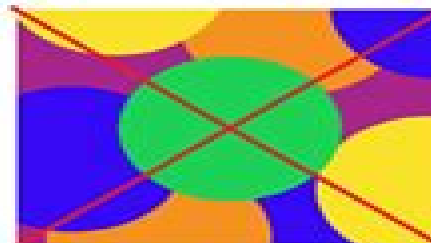
**YES**

Specify Green on white.



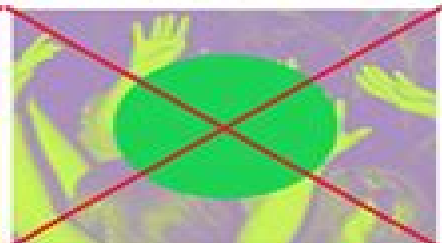
**YES**

Specify Green on an image.



**NO**

Specify Green on brand palette.



**NO**

Specify Green on distorted image.

# Guidelines For Logos

**Rosina Ehmann**



## Guidelines For Logos:

**Guidelines for a Perfect Logo Design** Attila Blázsovcics,2015-03-03 For people who want to go for a logo design this guide will be of great help especially for those who aren't certain what they really want Choosing the right design is a matter of great responsibility So it isn't enough only to hire a designer and give him the name of your company There's much more to it This particular guide is a path to collaborate with the designer for a successful project It will offer practical recommendations for those who want to actively participate in the creation of their own logo design No Rules! Logos

John Stones,2009-06-30 No Rules Logos is a new survey series that rounds up the most innovative radical and out there graphic solutions from around the world In each book dyed in the wool design rules are identified and a range of examples demonstrate how to break those rules to great effect Each entry is featured in a number of illustrations analysed and assessed and includes feedback about impact and audience reaction No Rules Logos tackles perhaps the most venerated discipline of graphic design the corporate identity and its logotype Of course in the world of No Rules anything goes especially with a young generation of entrepreneurs and boutique businesses needing logos and identities to grace products as diverse as vinyl toys home made recordings recycled fashion and limited edition products from skateboards to pet accessories The book identifies 10 key rules of logo design such as keep it simple make a mark that is constant and unchanging and keep to primary colors or black and white

**Design Matters: Logos 01** Capsule,2007-06-01 The nuts and bolts of effective logo design The design bar is at an all time high for those brave enough to participate in the industry Today's designers must be clear on all the steps necessary to create work that stands out in an increasingly competitive marketplace Unfortunately most design books only focus on type color and layout issues The Design Matters series takes a more in depth approach allowing designers to learn not only how to create work that is aesthetically appealing but that is also strategy driven and smart This book focuses on creating logos while others in the series dissect brochures packaging publications and letterhead systems Each book offers all the essential information needed to execute strong designs in concert with beautiful and well crafted examples so readers can successfully hit the mark every time **Masters of**

**Design: Logos & Identity** Sean Adams,2008-09-01 Masters of Design Logos and Identity profiles twenty well known designers who are recognized for the particular areas of design in which they're profiled in the Masters series The profiles are not only inspirational but they provide real world advice and support designers can use in their projects Through real world examples and illustrations the authors present the work of the 20 legends focusing on the subject of identity and logos This ranges from simple mark making to full scale programs applied to multiple mediums The book also includes a gallery of marks sidebars on heroes and inspirations and diagrams to explain concepts or processes The designers included will have a wide age range type of work in house agencies small business large firm domestic and international designers Each profile is about 2 000 words and includes 10 15 projects with captions that detail the specifics We include current projects as well as

the projects that put these people on the map      **Logos and Letterheads for Modern Business** Pasquale De Marco, 2025-05-13 Logos and Letterheads for Modern Business is the ultimate guide to creating logos and letterheads that will elevate your brand and leave a lasting impression In this comprehensive book you ll learn everything you need to know about logo and letterhead design from the initial concept to the final execution You ll discover the principles of effective design the latest trends and technologies and the legal considerations you need to be aware of Whether you re a small business owner a marketing professional or a graphic designer this book will provide you with the tools you need to create logos and letterheads that will help your business succeed You ll learn how to Craft a memorable logo that represents your brand s personality and values Design a professional letterhead that makes a great first impression Create cohesive business cards envelopes and other branded materials Use digital design tools to create stunning logos and letterheads for online use Maintain brand consistency across all your marketing materials Choose the right designer for your needs Protect your intellectual property With real world examples practical exercises and expert insights Logos and Letterheads for Modern Business will help you create logos and letterheads that will make your business stand out from the competition and build a strong brand identity that will endure for years to come If you like this book write a review on google books

**Infographics For Dummies** Justin Beegel, MBA, 2014-06-30 Create stunning infographics with this hands on guide Infographics For Dummies is a comprehensive guide to creating data visualization with viral appeal Written by the founder of Infographic World a New York City based infographic agency and his top designers the book focuses on the how to of data design and distribution to create stunning shareable infographics Step by step instruction allows you to handle data like a pro while creating eye catching graphics with programs like Adobe Illustrator and Photoshop The book walks you through the different types of infographics explaining why they re so effective and when they re appropriate Ninety percent of the information transmitted to your brain is visual so it s important to tickle the optic nerves to get people excited about your data Infographics do just that Much more exciting than a spreadsheet infographics can add humor interest and flash while imparting real information Putting your data in graphic form makes it more likely to be shared via Twitter Facebook Pinterest and other social media sites and the visual interest makes it less likely to be ignored Infographics For Dummies provides a tried and true method for creating infographics that tell a story and get people excited Topics include Talking to clients about the data Discovering trends outliers and patterns Designing with mood boards and wireframes Launching and promoting your infographic The book written by Justin Beegel MBA founder of Infographic World Inc describes the elements of a successful infographic and stresses the must have ingredients that get your data noticed Humans are visual creatures telling stories in a visual way In today s world filled with data and messaging an infographic is one of the best ways to get your point across      **Marketing for Special and Academic Libraries** Valerie S. Gordon, Patricia C. Higginbottom, 2016-03-15 Here s an easy to follow practical marketing book for academic and special libraries Written by two practicing librarians who are

passionate about communicating with users the book provides both the inspiration and drive to market your library and practical tips and suggestions on how to do that effectively Topics covered include The process of planning a marketing campaign and how some time spent on planning at the outset can help keep you focused and help you determine your level of success The importance of using brands and brand identity to help you establish your library's brand and market that aggressively to your users and potential users Brand consistency is stressed here Marketing tools Digital publications Social media Visual and print marketing materials Personal interactions Events you can use throughout the year For each topic we will talk about best practices what works what often doesn't and we share best concise case studies from all types of academic and special libraries

[Design Better and Build Your Brand in Canva](#) Laura Goodsell, 2023-01-13 Discover everything you need to get started with Canva create a brand and easily design professional looking graphics to go from zero to pro in no time with the help of this illustrated guide Key Features Organize your business designs using folders and learn to schedule social media content in Canva's own content planner Learn to create presentations as well as video and animated social media posts Discover the features of Canva to help you save time including the brand kit quick create and templates

**Book Description** If you're constantly frustrated by how long it takes to create a design in Canva then you've come to the right place This book will get you up and running quickly with creating professional branded graphics in Canva You'll learn how to set up a Canva account both free and pro and create a brand kit while understanding the importance of branding Next you'll discover all the features and tools as well as how to put everything together to build a brand you love and graphics that work for your business As you progress the chapters will show you how to organize your account create presentations use videos and animation within your marketing materials and more By the end of this book you'll have a solid understanding of what Canva is and what it does and be able to confidently and easily create a branded design from scratch What you will learn Understand the fundamental capabilities and features of Canva Create a brand kit and understand what makes a good brand Develop effective graphics to aid in increasing visibility on social media platforms Follow step by step tutorials to create stunning designs Create a branded logo and learn about trademark and copyright guidelines Discover a world of color combinations contrasts and meanings for your brand Explore the fundamental design principles Use videos animation and sounds in social graphics for your designs Who this book is for This book is for aspiring designers social media managers VAs service based businesses and solopreneurs with basic experience in Canva who are looking to advance in a new skill while creating their brand and perfecting their social and marketing materials on a budget A basic understanding of Canva including setting up a free Canva account creating a basic design using a template adding images and text boxes and changing the color of fonts will be helpful but not essential

**Logo Design Workbook** Sean Adams, Noreen Morioka, Terry Lee Stone, 2006-03-01 Logo Design Workbook focuses on creating powerful logo designs and answers the question What makes a logo work In the first half of this book authors Sean Adams and Noreen Morioka walk readers step by step through

the entire logo development process Topics include developing a concept that communicates the right message and is appropriate for both the client and the market defining how the client's long term goals might affect the look and needs of the mark choosing colors and typefaces avoiding common mistakes and deciphering why some logos are successful whereas others are not The second half of the book comprises in depth case studies on logos designed for various industries Each case study explores the design brief the relationship with the client the time frame and the results

*Smashing Logo Design* Gareth Hardy, 2011-05-12 The ultimate guide to Logo Design from the world's most popular resource for web designers and developers Web designers and developers now find themselves tasked with designing not only a client's Web site but also their logo and brand identity By adding Logo Design to your portfolio you also add brand skills and unique content This unparalleled guide dives into the topic of design theory and tells you everything you need to know in order to build remarkable logo No matter your level of experience Smashing Magazine covers techniques and best practices in understandable way You'll look behind the scenes at the art of creating identities From theory to instruction to inspiration this must have book addresses the challenges and rewards of creating a logo that adheres to specific rules of successful design Details the process of creating a memorable and unique logo from finding inspiration to executing the design Looks at what makes a logo successful various typefaces to explore ways to use color the pros and cons of vector how to prepare for print and more Zeroes in on the research concepts and techniques that go into designing an amazing logo Includes more than 400 never before published logos interviews with established designers and biographies of logo design masters with case studies of their iconic work Appeals to a wide range of readers from aspiring designer to experienced professional Encompassing everything about the art of creating identities this is the only book you need to get started designing today

**Small Business Marketing Kit For Dummies** Barbara Findlay Schenck, 2012-09-04 Harness the power of marketing and watch your business grow Having your own business isn't the same as having customers and one is useless without the other Whether your business is a resale store or a high tech consulting firm a law office or a home cleaning service in today's competitive environment strategic marketing is essential If you want your small business to grow you need a marketing strategy that works But how do you get people to notice your business without spending a fortune Packed with savvy tips for low cost high impact campaigns this friendly guide is your road map to launching a great marketing campaign and taking advantage of the newest technologies and avenues for outreach Using social media as a marketing tool Communicating with customers Financing a marketing campaign The companion CD includes tools and templates to give you a jump start on putting your new skills to work If you're looking to give your small business marketing plan an edge over the competition Small Business Marketing Kit For Dummies has you covered CD ROM DVD and other supplementary materials are not included as part of the e book file but are available for download after purchase

**Brand Identity Essentials** Kevin Budelmann, Yang Kim, Curt Wozniak, 2010 This title outlines and demonstrates basic logo and branding design guidelines and

rules through 100 principles including the elements of a successful graphic identity programs and brand identity and all the various strategies and elements involved      **Data Visualization For Dummies** Mico Yuk, Stephanie

Diamond, 2014-01-06 A straightforward full color guide to showcasing data so your audience can see what you mean not just read about it Big data is big news Every company industry not for profit and government agency wants and needs to analyze and leverage datasets that can quickly become ponderously large Data visualization software enables different industries to present information in ways that are memorable and relevant to their mission This full color guide introduces you to a variety of ways to handle and synthesize data in much more interesting ways than mere columns and rows of numbers Learn meaningful ways to show trending and relationships how to convey complex data in a clear concise diagram ways to create eye catching visualizations and much more Effective data analysis involves learning how to synthesize data especially big data into a story and present that story in a way that resonates with the audience This full color guide shows you how to analyze large amounts of data communicate complex data in a meaningful way and quickly slice data into various views Explains how to automate redundant reporting and analyses create eye catching visualizations and use statistical graphics and thematic cartography Enables you to present vast amounts of data in ways that won't overwhelm your audience Part technical manual and part analytical guidebook Data Visualization For Dummies is the perfect tool for transforming dull tables and charts into high impact visuals your audience will notice and remember      **Signing Policies, Procedures,**

**Practices, and Fees for Logo and Tourist-oriented Directional Signing** Archie C. Burnham, 1990 This synthesis will be of interest to traffic engineers planners and others interested in providing directorial guidance to motorists Information is provided on policies and procedures used by states in establishing and operating signing programs that provide information on available motorist services and tourist attractions Avant propos      Visual Identity Susan Westcott Alessandri, 2014-12-18

Brands companies and organizations much like people have personalities and most of what we know and think about their personalities comes through visual identity A visual identity is the strategically planned and purposeful presentation of the brand or organization in order to gain a positive image in the minds of the public including but not limited to its name logo tagline color palette and architecture and even sounds This practical guide explores visual identity from an organizational brand perspective corporate non profit etc rather than a product brand perspective It not only helps readers to understand the meaning and value of an organization's visual identity but also provides hands on advice on how to promote and protect the identity Each chapter draws from current research and also contains real world examples and case studies that illustrate the key concepts      Principles of Logo Design George Bokhua, 2022-08-02 From noted graphic designer and logo expert

George Bokhua Principles of Logo Design presents essential techniques and examples for developing and refining logos and other visual marks including the use of grids and other geometric shapes to achieve classic proportions      **The Brand Book** Kyle Duford, 2024-07-15 In The Brand Book A Branding Primer Kyle Duford an esteemed author and the executive creative

director at The Brand Leader delves into the foundational aspects of branding with precision wit and unparalleled expertise This essential guide demystifies the complex world of branding offering readers a comprehensive overview of its critical elements from color theory naming conventions and typography to visual identity and brand archetypes Duford employs a blend of insightful analysis practical advice and engaging anecdotes to illuminate the principles that define successful branding The book serves as an invaluable resource for entrepreneurs marketing professionals and anyone interested in the transformative power of branding Through a series of meticulously curated chapters readers are equipped with the knowledge and tools to create compelling brands that resonate with audiences and stand the test of time The Brand Book also explores the psychological underpinnings of brand perception providing a deep dive into how brands can connect with consumers on an emotional level With a keen eye for detail and a masterful understanding of brand dynamics Duford guides readers through the process of crafting a brand identity that captures the essence of their company product or idea Featuring real world case studies and expert insights The Brand Book A Branding Primer is the definitive guide for anyone looking to master the art and science of branding Whether you re launching a new brand or seeking to elevate an existing one this book offers a clear concise and engaging roadmap to branding excellence Web Standards Leslie Sikos,2014-12-29 Web Standards Mastering HTML5 CSS3 and XML provides solutions to the most common web design problems and gives you a deep understanding of web standards and how they can be implemented to improve your web sites You will learn how to develop fully standards compliant mobile friendly and search engine optimized web sites that are robust fast and easy to update while providing excellent user experience and interoperability The book covers all major web standards for markup style sheets web typography web syndication semantic annotations and accessibility This edition has been fully updated with the latest in web standards including the finalized HTML5 vocabulary and the full list of CSS3 properties Web Standards Mastering HTML5 CSS3 and XML is also a comprehensive guide to current and future standards for the World Wide Web demonstrating the implementation of new technologies to address the constantly growing user expectations Web Standards Mastering HTML5 CSS3 and XML presents step by step guides based on solid design principles and best practices and shows the most common web development tools and web design frameworks You will master HTML5 and its XML serialization XHTML5 the new structuring and multimedia elements the most important HTML5 APIs and understand the standardization process of HTML 5 1 HTML 5 2 and future HTML5 versions **Branding Shmanding** Phil Bedford,2021-04-29 I don t claim to be a branding expert I don t build brands for a living and I haven t spent years learning about logo design and color psychology However I do know a great deal about business development From my experiences with various growing companies I ve discovered that many small business owners struggle to grasp the full value of branding They hear about the concept and assume they need a name and logo for their business but they don t see what branding is truly about Even if you know what a brand is you may not know how to separate your personal brand from your business



identity or what the difference is between the two Branding Shmanding offers a way to demystify branding once and for all so you can leverage the true benefits of the brand for your future      **Branding For Dummies** Bill Chiaravalle,Barbara Findlay Schenck,2014-12-31 Discover how brands are created managed differentiated leveraged and licensed Whether your business is large or small global or local this new edition of Branding For Dummies gives you the nuts and bolts to create improve and maintain a successful brand It ll help you define your company s mission the benefits and features of your products or services what your customers and prospects already think of your brand what qualities you want them to associate with your company and so much more Packed with plain English advice and step by step instructions Branding For Dummies covers assembling a top notch branding team positioning your brand handling advertising and promotions avoiding blunders and keeping your brand viable visible and healthy Whether you re looking to develop a logo and tagline manage and protect your brand launch a brand marketing plan fix a broken brand make customers loyal brand champions or anything in between Branding For Dummies makes it fast and easy Includes tips and cautionary advice on social media and its impact on personal and business branding programs Covers balancing personal and business brand development References some of the major brand crises and how to avoid making the same mistakes Shows brand marketers how to create brands that match their employers objectives while launching their own careers If you re a business leader looking to set your brand up for the ultimate success Branding For Dummies has you covered

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## Guidelines For Logos Introduction

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