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Common Logo Design Mistakes Artists Need To Avoid

Our Friends · Friday, May 21st, 2021

Designing a logo is easier than ever in 2021. You can use an online logo creator to do all the hard work for you, while you make the important aesthetic choices. For instance, Wix's online logo maker provides you with files of your logo in different sizes and formats for different purposes, from a transparent logo for websites to your email signature. All you have to do is pay attention to your artistic sensibilities.

However, even the best artist can create a logo that falls completely flat. The reality is that there are unwritten rules to logo design that determine how effective it will be. Research has been done on which colors draw the eye, what kind of images are most memorable, and how your font should look.

In other words, no matter your artistic skills, you need to know what to avoid if your logo is going to work.

There are a number of common logo design mistakes people make.

Abstract thinking

This is the biggest mistake artists make when designing a logo. In most forms of self-expression, the interpretation can be more important than the literal meaning. In marketing, this is almost never the case.

Your design could be so beautiful that it is awe-inspiring and catches everyone's eyes. But if it doesn't mean what they think it means, you're wasting your time. If they even have to spend time thinking about what it might mean, you've set yourself up for failure.

People look for practical solutions from businesses. With your logo, you need to portray the solutions you offer instantly and effectively. There's not much space for abstract thought.

Bad fonts

While different fonts appeal to different people, in marketing there are some fonts that can be considered objectively bad. The simplest example is a font that is difficult to read. Your business name should be as easy to read as possible in your logo design. Otherwise, people won't know who you are or might think you are another type of business entirely.

The other "bad" fonts are more subjective. For example, Comic Sans might be good for a comic book store, but is definitely a bad font choice for a funeral home. Times New Roman may be perfect for an online stationery store, but won't work well on the design for a toy store.

Decide what type of message you are trying to convey, then choose a font that sends that message while being perfectly legible.

Not using a color palette

Great art often defies color palettes. Colors that clash may provide the perfect contrast in a painting of a battle. Clashing colors can even indicate innovation and excitement. But in a logo they only create chaos.

A color palette ensures that all the colors you use look right together. Since you are not trying to tell a story that requires abstract thought, the colors should not lead anyone to pause in confusion.

Color palettes can be boring, but they are necessary when you are building a marketing plan for your business. Your very practical choice will run through everything from your logo to your website.

Not using vectors

Most artists take a more freehand approach to creating visual representations of their thoughts and feelings. When designing a logo, this should never be your approach. You need to use vector graphics design software that keeps every point in your logo in place.

This is important as you are going to use your logo in a number of different ways. You are going to sometimes need it to be big and sometimes really small. It needs to easily stretch to different sizes without compromising the quality of the image.

It also needs to have clear edges so that text can right up next to it if necessary. With vector images, you could technically put your image right on top of a background if you wanted without worrying about a white box.

If you use Wix's logo designer, you will automatically receive vector files.

Being too wordy

Your logo needs to communicate a clear message. But that does not mean your logo should focus on the words more than the image. While words send a more accurate message, it is the image that will catch the eye and get people to pay attention.

If you find a great design for text that turns it into an eye-catching image of its own, that's great. Otherwise, you should avoid using text as much as possible apart from your name.

You need to show people the basics of what you do, rather than explaining the nitty-gritty to them. Keep it simple and portray it in a visual.

Creating a logo that works is not difficult, but artists need to avoid particular mistakes. There are design choices that would be great on works of art but will make your logo flop.

Photo by Brad Neathery on Unsplash

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