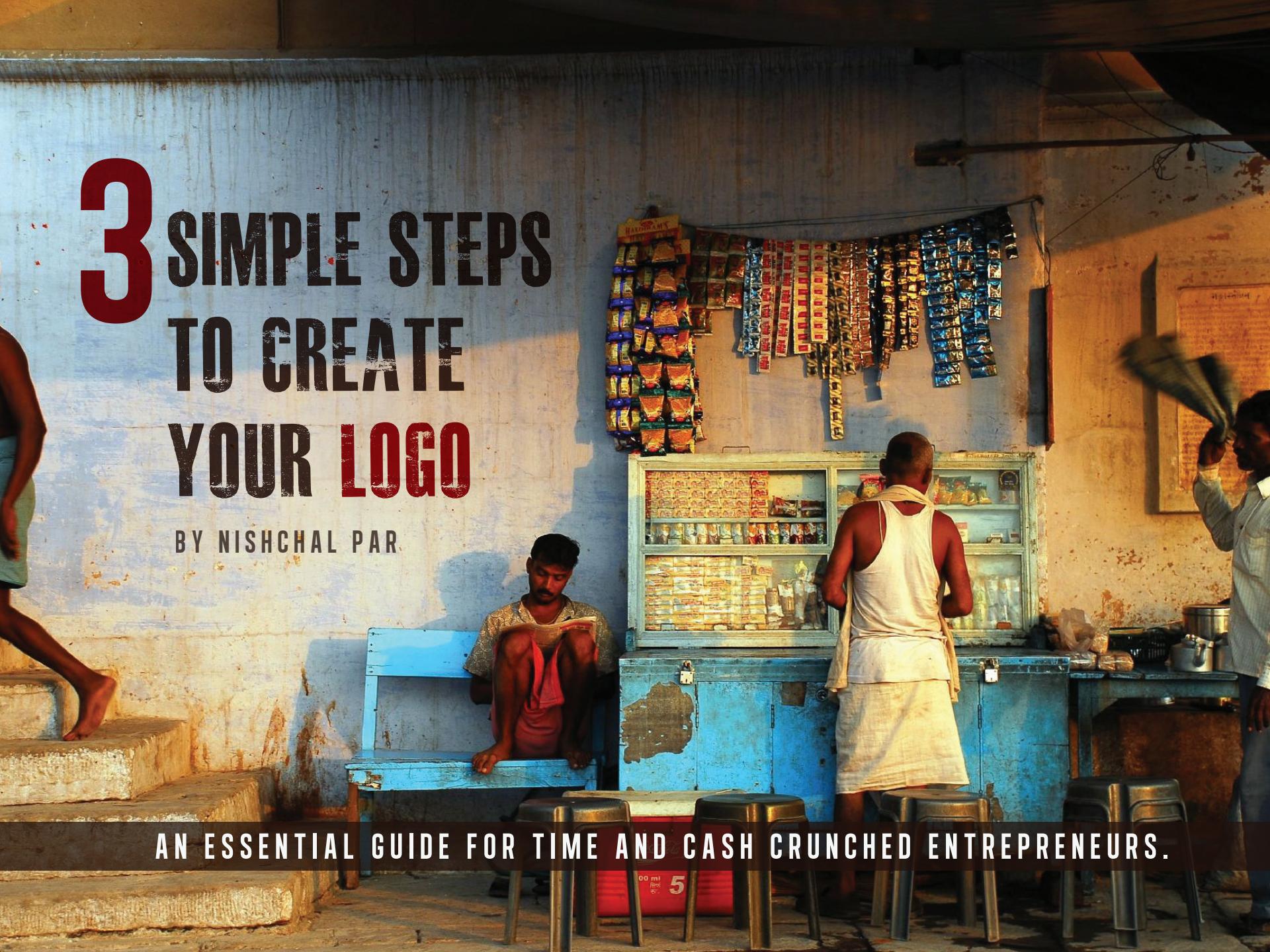


# 3 SIMPLE STEPS TO CREATE YOUR LOGO

BY NISHCHAL PAR

AN ESSENTIAL GUIDE FOR TIME AND CASH CRUNCHED ENTREPRENEURS.



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This guide is a result of countless interactions I have had with entrepreneurs who design their company logo themselves. Since you are reading this, I'm guessing you are one of them.

The problem that I always find with most of the logos is not with the 'art' part of it (that's another story) rather the thought behind it and the practical implications of the logo.

# **DEAR ENTREPRENEUR, PLEASE READ THIS BEFORE YOU MOVE AHEAD.**

Now I do understand that the last thing on your mind is how practical your logo should be. Your logo may look great on a computer but on other mediums it may not work. Think about it this way, your logo, is an identification mark of your company, and your identification mark should be recognizable across different mediums, right? Most logos can't be

recognized if we were to fit them in a one inch square. Why? Too many ideas, colors, fonts being force fitted in to one innocent logo. Time to change your approach.

The purpose of this guide is to help you create a versatile logo for your company giving you simple instructions with an investment of a little time and little or no money.

There are a lot of details that need to be covered, but I won't be getting into each and every little thing.

I can sense you are getting impatient already, so next page please.

Design is what works.

**Steve Jobs**



No barking

# THE **3** SIMPLE STEPS TO CREATE YOUR LOGO:

- 1** GET CLARITY.
- 2** GET A PENCIL.
- 3** GET A COMPUTER.

Practice safe design, use a concept.

**Petrula Vrontikis**



1

# GET CLARITY.

Spend the most time here, if you get this right, everything else will just flow.

# GET YOUR FEET ON THE TABLE.

People have this misconception that the ‘creative types’ just put their feet on the table and dream all day long.

Although, it’s partially true, but the fact is, the best ones love solving problems with creative solutions and that’s where they spend the most time, pretty much like you.

Now designing your logo is also a problem of ‘identification of your business’ and that’s what we are trying to solve. The best way to solve a problem is to clearly define it, let’s start by doing exactly that...

# LOOK INSIDE.

You or your partners should come together(you could keep your feet on the table if you want) and list down all the things that you guys feel you stand for. Don't be logical here, whatever comes from the heart, write it.

What we are trying to do here is to verbalize the values of your business. Express each of your business values in only one word. Example: speed, luxury, experience, innovative, creative, professional, etc etc.

Here are some questions to get you started:

*What's our vision? What's our mission? What do we sell? What do we believe in? What differentiates us?*

*What's our world view? What got us started?*

Now narrow the list of words down to two or at the most three values, values that express the core of your business. You could call these values 'the soul of your business'.

Now that you have defined your core values, get an agreement with all your stakeholders on the same before moving on to the next step.

# LOOK OUTSIDE

Now that we've gone inwards and found out our core values, it's time to take our thinking outwards.

In order to visually express your values, you need to think about all the possible things that come to mind from that one word.

Remember, if you can't spell out your idea, you don't have one. We've all suffered with the 'I have this idea, but I don't know how to put it into words', but don't worry let's try to express our values using words.

I have found mind-mapping as a fantastic tool for exploration. I'm suggesting mind-map purely because I use it myself(you'll see an example in the next page), if you want you could try something else. The basic idea here is to give a form, a metaphor to your values. So whatever comes to mind, however silly, write it down, don't filter anything right now.



Here's an example of a mind map. As the picture shows, let one thing branch out into another and another. Write whatever leads to the next possible thought. Let your imagination go wild.

After you finish mindmapping, take a break. I usually sleep over a mindmap and come back to it the next day, detachment gives you a fresh perspective. Since you may be in a bit of a hurry, just step out of your work space and get some fresh air. Let your mind free.

When you come back, go through all of the connections again, you might have something new to add.

Once you feel you are done, go to the next step.

Everyone is born creative;  
everyone is given a box of crayons in kindergarten.

**Hugh MacLeod**

2

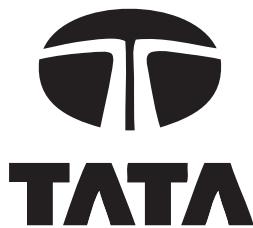
# GET A PENCIL

Time to give some life to words.

Time to do some drawing.

# BUT..BUT I CAN'T DRAW?

Don't worry, it doesn't really matter. You don't have to be a Picasso, but I'm sure you can express a thought visually. Just forget the aesthetics, it's the thought that counts.



Now, go through all the expressions/metaphors of your values in your mindmap and do two things. One, see what clearly excites you as a thought. And two, decide if it is a good representation of your business.

Let's look at two examples.



If you look at the TATA motors logo, it looks a road running towards the horizon forming a 'T'. I'm guessing the thought was the journey towards the neverending horizon, quite in alignment with the the business. Or look at café coffee day, a logo(speech blurb + open inverted comma in reverse) inspired from the conversations we have over a cup of coffee.

Something interesting to observe, where's coffee or coffee cup in the logo?

It just goes to tell you that your logo doesn't have to be a literal representation of your business.

Now that you've agreed on a representation of your company, it's time to do some drawing. Here's what you do: Get a fresh blank paper and a pen or pencil. Now all you need to do is draw the expression. Do some drawing, take a short break and repeat the exercise.

Why work on paper you ask? Well, the best of modern designers in the age of computers express their ideas on paper first, before even touching the computer.

And there is a pow-

# TIME TO BECOME AN ARTIST.

erful reasoning behind it.

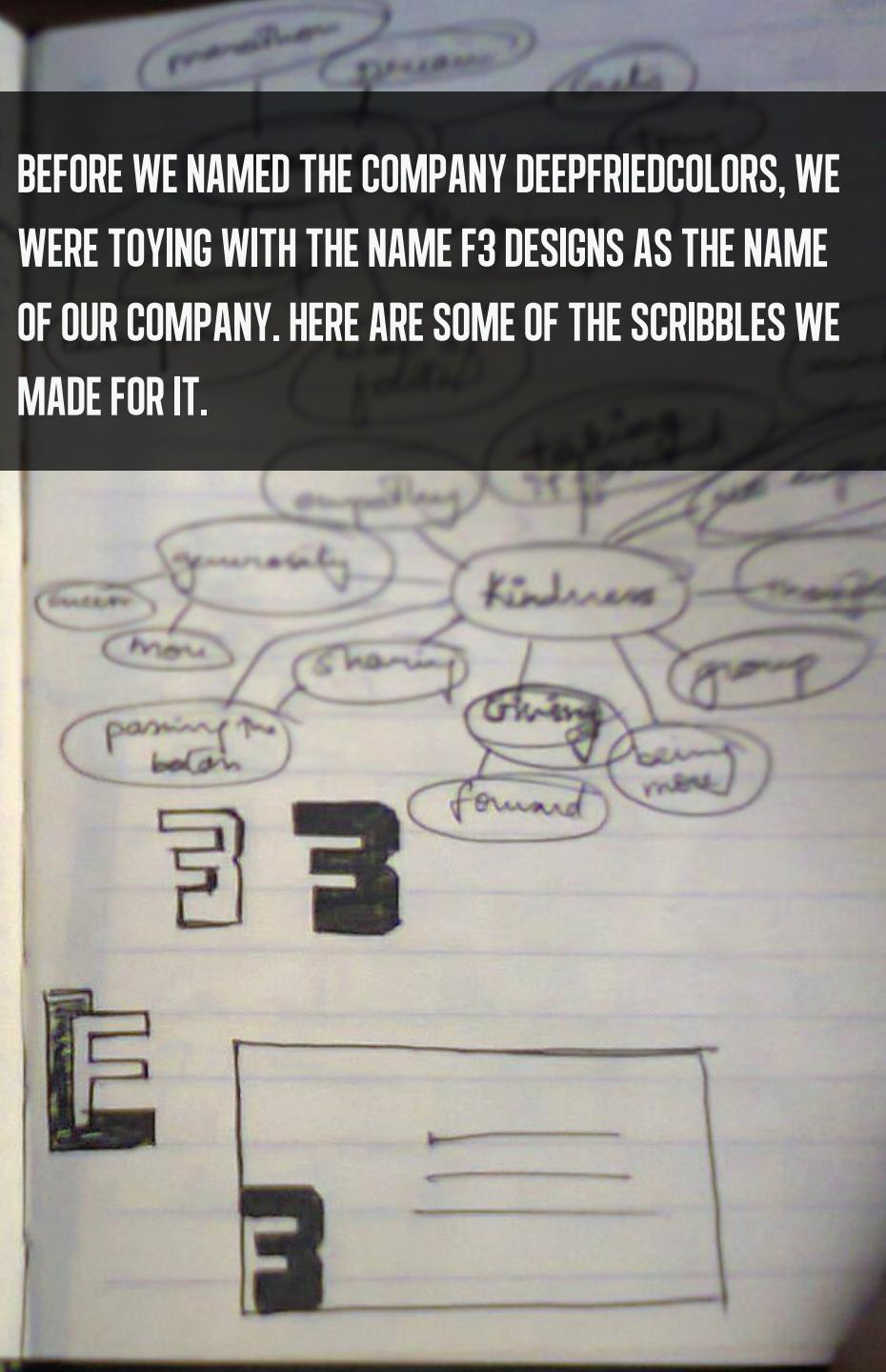
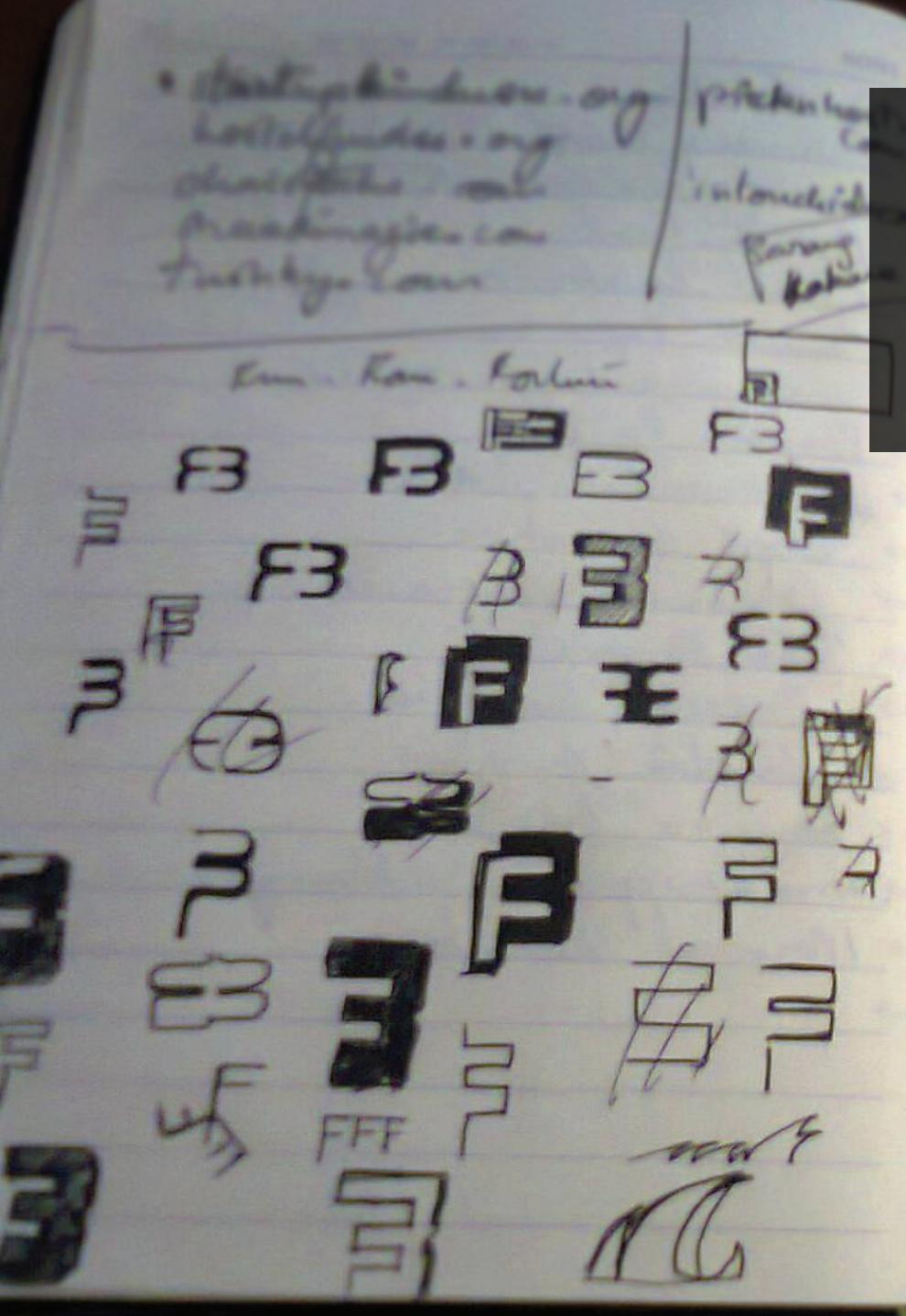
When you use simple tools like pencil and paper, you force yourself to focus on your idea and bring that idea to life. A computer will over-

whelm and distract you with its options and confuse you, and you may end up with something else. So if you are tempted to use the computernow, hang in there, use your pencil first, we will use the computer next.

Now let's say, 'speed' is one of the expressions of your business, and the image you get is of a shark or a cheetah. Draw it. Try variations if possible. There is no limit, so whatever expresses a thought best, deserves a chance.

When you are satisfied with the visual idea of your logo, move to the final step.

BEFORE WE NAMED THE COMPANY DEEPFRIEDCOLORS, WE WERE TOYING WITH THE NAME F3 DESIGNS AS THE NAME OF OUR COMPANY. HERE ARE SOME OF THE SCRIBBLES WE MADE FOR IT.



Computers are useless. They can only give you answers.

**Pablo Picasso**

# 3

## GET A COMPUTER

You may be thinking that this should have been the first and only step. Trust me it's better this way. In fact you now even have a story to tell your clients about your logo.

# DON'T BE STUPID.

You have a couple of options now, get your hands on either CorelDraw, or Adobe Illustrator(which I highly recommend). If you can't get the software and/or you don't know how to use it. Find someone who can and tell them to recreate what you have conceptually designed on a computer.

DO NOT use Photoshop to create your logo, it's a bad idea. Use Photoshop for images and so don't use an actual image in your logo either, imagine if you have to stretch your logo on a large canvas, your logo will pixellate. Bad idea.

Using Adobe Illustrator helps in creating the graphic in vector which is great as it can be stretched to any size. If you don't know what a vector is, it's ok, what you need to know now is that creating a logo on Photoshop, no matter how tempting it may seem is a really bad idea.

Work on Illustrator or worse case CorelDraw.

# **BLACK AND WHITE FIRST.**

Now, before you get all too excited to see your logo being created on a computer (feels good doesn't it?), create your logo in black and white first.

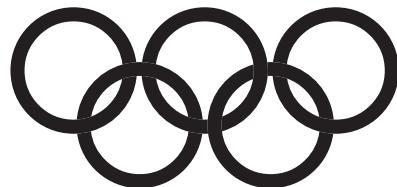
Why? Because your logo has to stand its ground across mediums – website, walls, stationary, stickers etc., and creating it in black and white will automatically make your logo versatile.

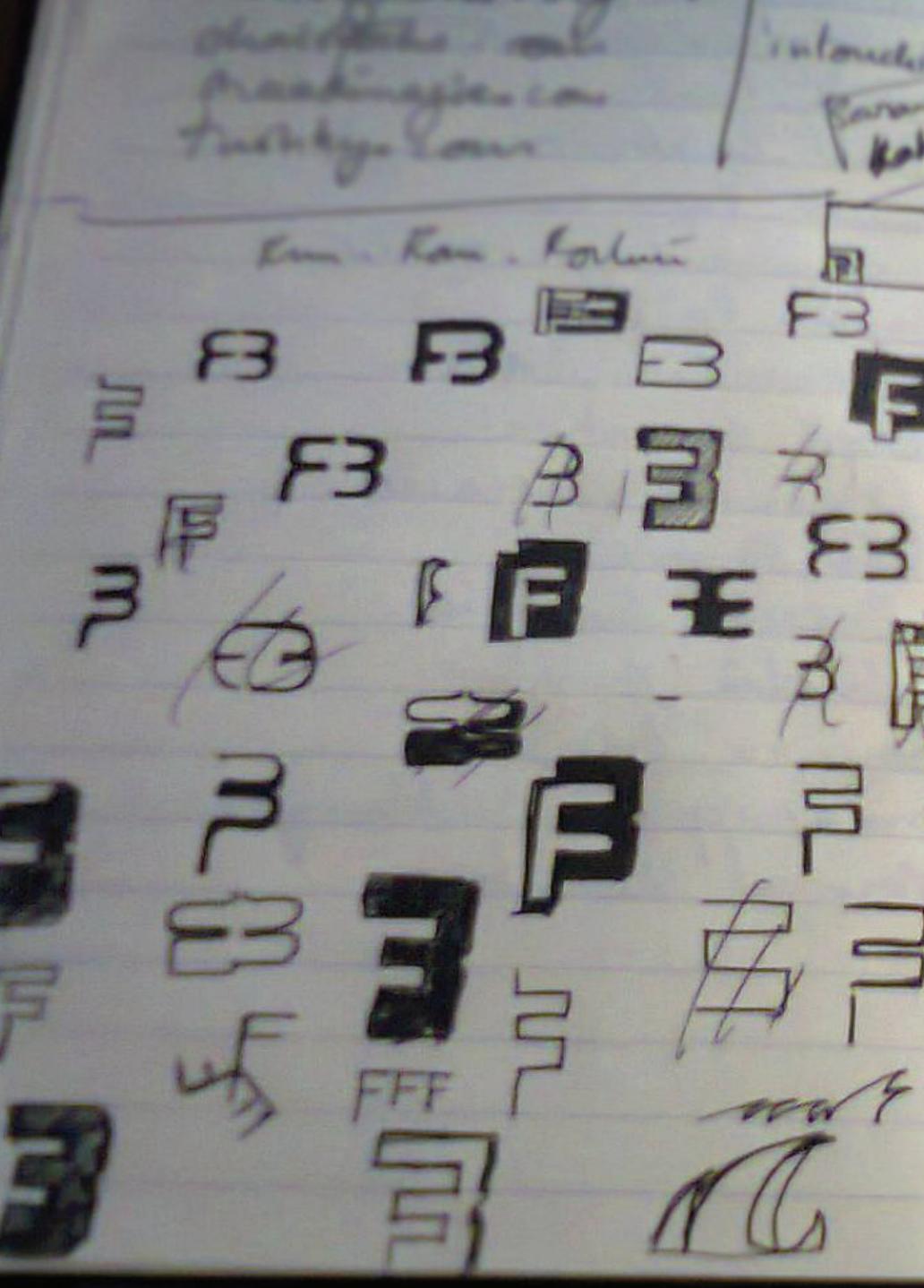
All the well known logos work well in both black and white and color, and so should yours.

If you have multiple visual options, create them all in black and white first.

Now select the ones you really like in agreement with the stakeholders, only then proceed to colors.

# B&W | COLOR





## WHAT WE MADE OF THE SCRIBBLE.



\* THE VISUAL IDEA WAS  
THAT 'F' IS SEEN IN THE NEGATIVE SPACE,  
IN FRONT OF '3'.

**COLORS:** Don't get too emotional or intellectual about the color trying to represent something, trust me colors at best, are vague and they have a lot of cultural implications as well. So use color/s that you feel works for your company, you are the designer. However, restrict your logo colors to two or three maximum, otherwise it will be distracting.

See the good thing about creating something with a concept is that if after a few days or weeks you realize that the color you selected sucks then you can simply change it. Imagine the entire

# SHOW YOUR TRUE COLORS (AND FONTS).

idea of the logo dependent on a color 'purple', and now you feel it's a bad idea!

**FONT:** Again by themselves a typeface(font) suggests nothing. But use fonts that look the

part. Using a casual looking font for a serious business just for kicks I think is a bad idea, unless that's the imagery you want. Imagine an auditing company using a font that a kid's brand uses. Looks totally unprofessional.

You can use sites like [dafont.com](http://dafont.com) to explore a variety of different fonts.

F3 DESIGNS



F3 DESIGNS



# **CONGRATULATIONS!**

If you have followed all the steps given, I believe you have created a professional and versatile logo for your company.

A photograph of Steve Jobs on stage. He is wearing a dark grey turtleneck sweater over a collared shirt. He has a beard and is wearing glasses. His right hand is raised, palm facing forward, in a classic 'one more thing' gesture. He is holding a small black remote or clicker in his left hand. The background is a dark blue curtain.

**AND ONE MORE THING...**

# CREATE YOUR IDENTITY.

If you are really excited about your design, I'm guessing you are, then try playing with the design element of your logo.

Use the design element across your stationery, website, office walls etc.

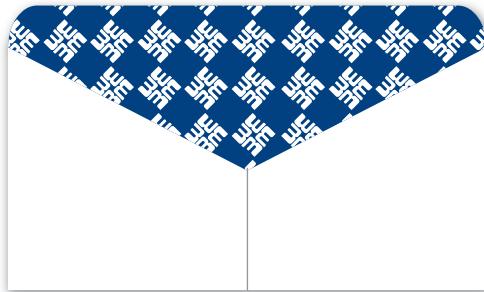


*Louis Vuitton's identity.  
You just know it's them.*

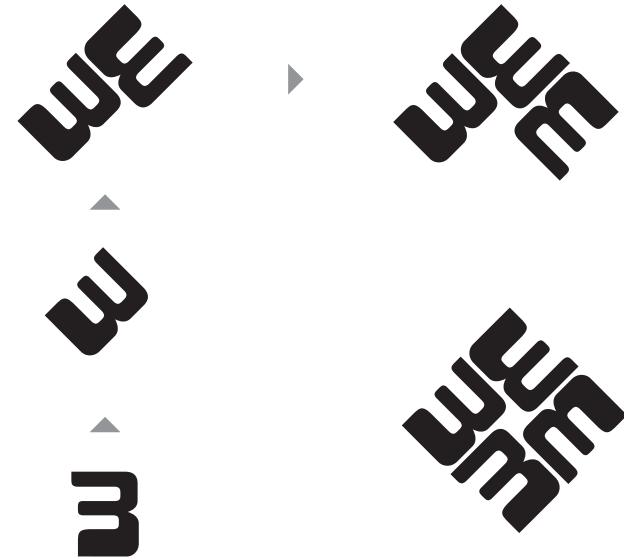
# FORM PATTERNS



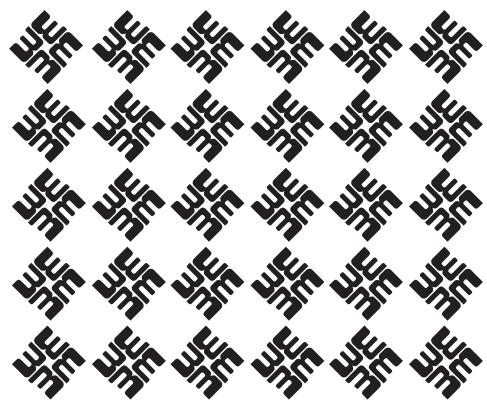
VISITING CARD



BACK OF AN ENVELOPE



PATTERN



# REMEMBER:

- Get clarity - think on paper first and only then use the computer.
- Black and white first, color second.
- Vector graphics only. Use Adobe Illustrator.
- Think small, your logo should be identifiable even on a one inch square.
- Keep it simple, focus on only one aspect of the visual. Don't try to add too many ideas. One idea is enough, otherwise your logo will be cluttered and unappealing.
- Don't have to follow a trend, just follow your heart - it's your identity.

# About the author

Nishchal Par believes in the power of marketing and passionately uses his expertise in this field to help small and medium sized enterprises take their brand to the next level.

His experience in sales and advertising helps him in approaching each project by first understanding the business problems of the client, something most of his contemporaries are very uncomfortable with, thus creating design solutions that address those challenges.

His clients businesses range from foods to industrial tools to virtual assistance. Every business has immense marketing and branding opportunity.

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