Designing a Logo

One of the most interesting projects that a graphic designer can take on is designing a logo. It can be daunting (and stressful) to come up with logo options based on market research, and stumble upon some "design magic" through the exploratory process. Narrowing it down to a final approved logo and then seeing it out in the world can be a very rewarding experience for a designer.

However, most of the time, a logo is not enough. Large organizations with layers of management require a thorough brand identity system that provides a unified vision and tools that help everyone build the brand. But before we dig in, let's define the difference (and relationship) between a brand, an identity and a logo.

- A **Brand** (or Branding) refers to the perceived image and subsequent emotional response to a company, its products and services. It also represents the conversation that customers are having with each other about the company, and how that spreads. My favorite definition about brand is the one Seth Godin gave:

  A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.

- An **Identity** describes the visual devices used to represent the company. Identity systems are a visual components package that is paired with style guidelines and used as a framework to ensure the corporate image is cohesive and consistent. Some of the visual devices that leverage the brand elements and style guidelines are as follows: stationery, marketing collateral, packaging, signage, messaging, and digital projects, among others.

- A **Logo** is the central, identifiable visual element that helps customers discover, share and remember a company's brand. Usually it's in the form of an icon (mark or symbol), logotype, or combination of the two. The main purpose of a logo is summed up nicely as the five principles of effective logo design in this Smashing Magazine article.

Reference.
Creative Market Blog, By Gerren Lamson. Mar 3, 2017 Recuperado el 26 de octubre de 2017 a partir de:
https://creativemarket.com/blog/designing-a-brand-identity