



LESSON 06

LOGO DESIGN LIKE A PRO

PART ONE: REVOLUTION



06

LOGO DESIGN LIKE A PRO

LOGO DESIGN

What you'll accomplish:

Create a professional brandmark, wordmark, and logomark

Time to achieve: 1 day hour

Software needed: Google, Pinterest, Google Docs, LC-Logo Planner

PART ONE: REVOLUTION

Part ONE:

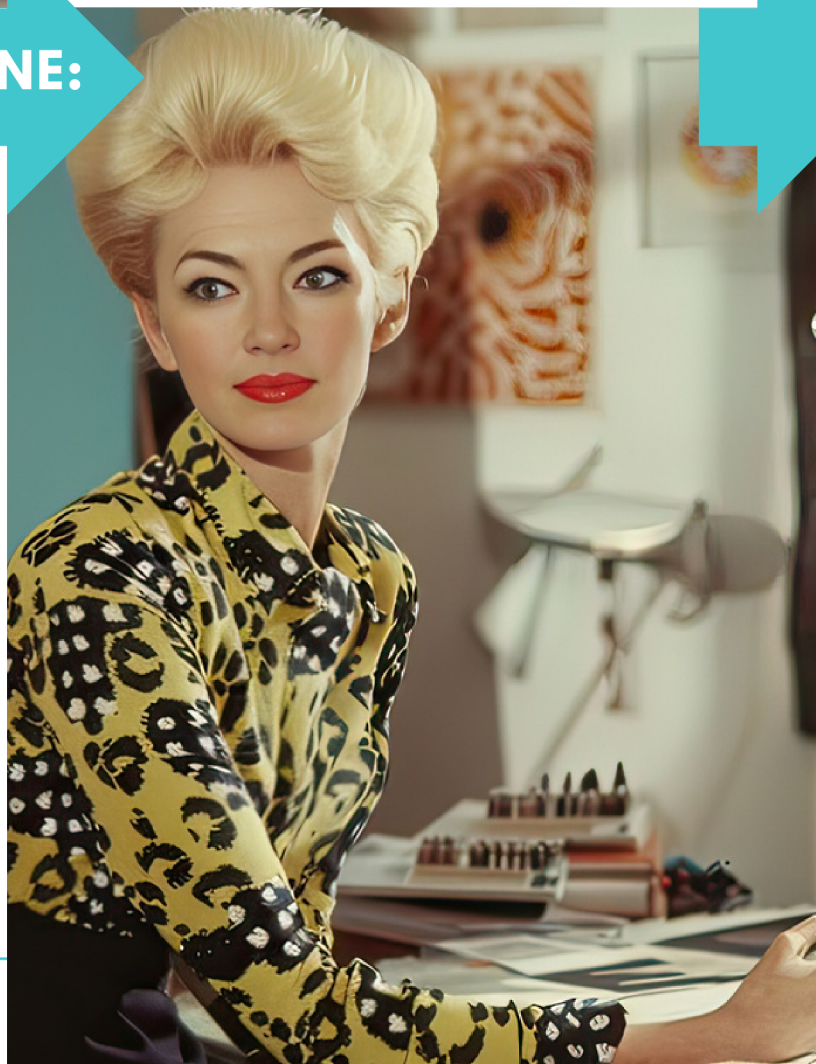
QUICK RE-CAP

WELCOME TO THE DESIGN STUDIO.

This is the beast of all lesson beasts on your journey to Badass Your Brand. Peek behind the designer's curtain and learn the design pro secrets to creating a timeless, jaw dropping logo.

Lesson 06 is massive! The information is broken up into four parts...

- **Part One: REVOLUTION**
- **Part Two: IDEATE**
- **Part Three: CREATE**
- **Part Four: FINALIZE**





Part One: REVOLUTION

Kicking Off the Non-Logo Logo Revolution

- Why Your Logo Isn't Your Ace Card
- The Real MVPs of Branding
- The Typeface Takeover

Part Two: IDEATE

Investigate various shapes, formats, and logo elements.

- Define wordmark (logotype) and logomark (icon) and brandmark (logo combination)
- Complete the logo planner that aligns with your design theme, colors, and typography.
- Brainstorm and sketch your ideas. Does your idea:
 - communicate quickly with your target audience? (Lesson 00)
 - embody your product/service? (Lesson 01)
 - reflect your design theme? (Lesson 02)
 - follow the inspiration from your mood board? (Lesson 03)
 - integrate your brand color HEX#'s? (Lesson 04)
 - incorporate your brand fonts? (Lesson 05)

Part Three: CREATE

Use machine learning (ai) to help you take your sketches to final art.

- Play with various ai platforms
- The non-logo logo: creating a wordmark with typography
- Monogram Mark

Part Four: FINALIZE

Build out logo assets to work in any application.

- Finalize the logo design
- Create in Black and White
- Create color versions
- Create variable logo suite (logo, logotype, icon) for various applications
- Convert logo into usable formats appropriate for mediums and usage.

Beyond the Swoosh

The branding revolution where the traditional logo takes a backseat, and your brand's true spirit shines.

Say goodbye to the swoosh and hello to a brand presence that's all about authenticity.



THE LOGO MYTH DEBUNKED

THE REAL HEROES OF YOUR BRAND

Irresistible Offers:

- Messaging that speaks directly to your audience's needs.
- Offers that address genuine pain points.

Imagery that Tells Your Story:

- Brand images that showcase the unique experience of working with you.
- Clients can relate to the characters in your brand's story.



NAVIGATING THE TRENDSCAPE

HERE'S THE SKINNY:

Right now, for coaches, consultants, and course creators, the logo scene is all about type.

Pure, unadulterated, **100% typography**.

It's not just a fleeting trend; it's a strategic move toward timeless branding.

No cheesy icons needed here—we're going for gold with bold letters and clean lines.

Who are You?

When it comes to logos you have so many options to choose from.

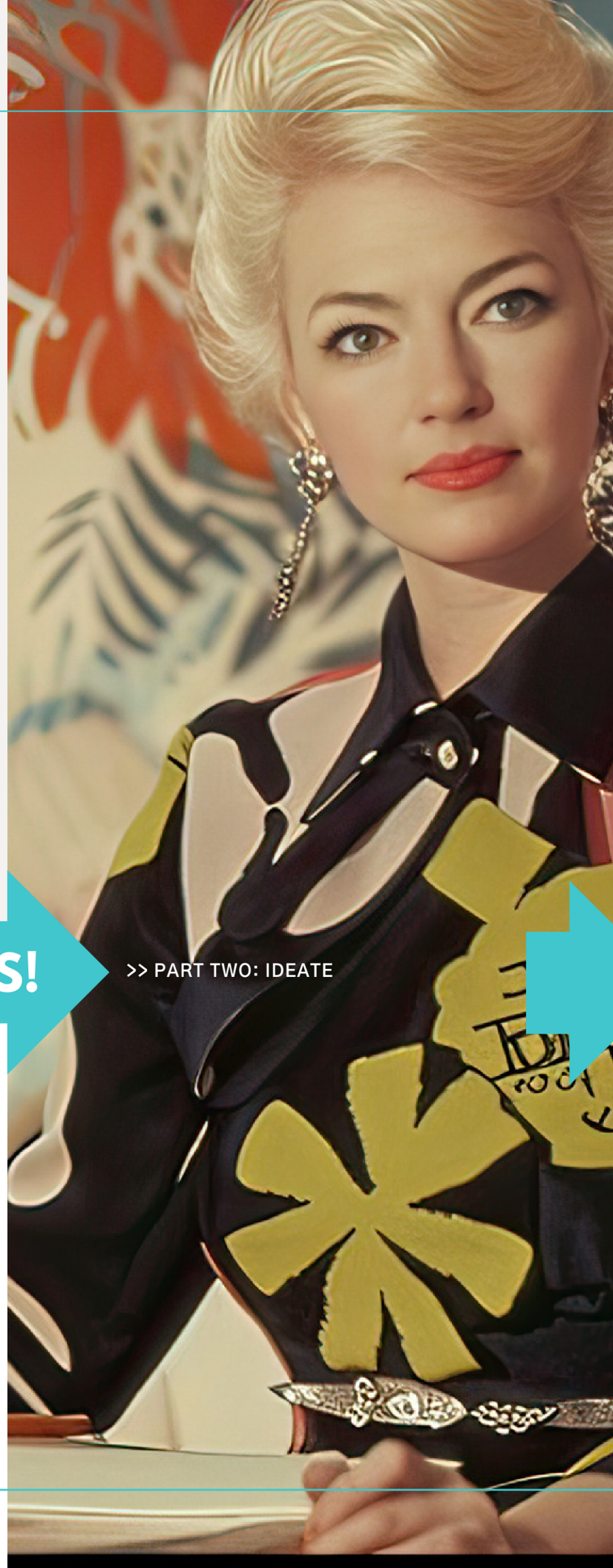
It's crucial that you pick a logo that perfectly represents who you are as a brand.

LET'S DO THIS!

>> PART TWO: IDEATE

STILL UNSURE WHAT KIND OF LOGO IS RIGHT FOR YOU?

Let's roll up our sleeves and get our hands dirty. It's time to turn those words, colors, and fonts into action and make your brand into a beacon.



A woman with blonde hair styled in a classic 1950s bouffant, smiling warmly. She is wearing a black dress with a vibrant floral pattern in shades of orange, red, and white. The background is a creative studio with a yellow wall, a patterned curtain, and various design sketches and objects pinned to the wall.

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PART TWO: IDEATE



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PART TWO: IDEATE

Part TWO:

QUICK RE-CAP

WELCOME TO THE DESIGN STUDIO.

This process will underline the recurring graphic design themes that have emerged in your mood boards from lesson 03, incorporate brand colors from lesson 04, and wrap up the whole package with typography from lesson 05.

Part Two: IDEATE

Investigate various shapes, formats, and logo elements.

- Define the different types of logos.
- Complete the [LOGO PLANNER](#)
- Brainstorm and sketch your ideas.





Logo Design for Lady Bosses: A DIY Guide

LOGO

DESIGN DECONSTRUCTED

Creating a logo isn't just about making a pretty picture; it's about embodying your brand's soul in one compact visual feast.

Let's break down this journey into chewable chunks:

UNDERSTANDING LOGO DESIGN

A LOGO IS YOUR BRAND'S FIRST HELLO TO THE WORLD

It's a mix of clever design, shapes, strategic color choice, and a sprinkle of your brand's unique essence.

A good logo is memorable, versatile, and reflects the vibe of your business—be it fierce, sophisticated, or playfully bold.

Good design is NOT found by accident. It is an intentional process crafted through research, discovery, and exploration.

Remember, your logo is the flag your brand waves on the business battlefield. It should be a banner your fellow badass lady bosses rally behind, resonating with your shared ethos of strength, independence, and empowerment.

Now, let's unleash that inner designer and create a logo that tells your brand's story with pride!



EACH SHAPE HAS MEANING.

FIND THE RIGHT SHAPE FOR YOU...

DISCOVER

THE PSYCHOLOGY OF SHAPES

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SQUARE SHAPES:



- Stable
- Honest
- Solid
- Balanced
- Serious

CIRCULAR SHAPES:



- Harmonious
- Positive
- United
- Happy
- Soft
- Moving

ANGLED SHAPES:



- Energetic
- Active
- Powerful
- Aggressive
- Sharp
- Moving

ORGANIC SHAPES:



- Free
- Natural
- Flowing
- Delicate
- Unpredictable

WORDMARK (LOGOTYPE):

That's your name in the spotlight, jazzed up in typography that's all kinds of cool. Think of brands that rock their name as their signature move—like Visa or Google.

Logotypes pack a classic punch, perfect for getting your name known and building brand buzz. They're your go-to for a clear message and a dash of wordplay wit. But, they're not one-size-fits-all; they can be a squeeze in tight spots and might not be as playful or adaptable as their logomark cousins, especially if your brand name's a tongue-twister.

Best for fresh faces on the brand scene or if your name says it all about what you offer—like a law firm or a finance guru. They're also aces for brands with a name drop worth its weight in gold or those chasing a timeless or heritage vibe.

The Google logo is displayed in its signature multi-colored font (blue, red, yellow, blue, green, red) with a thin vertical line to its left.

To craft a stand-out wordmark:

- Sharpen your font finesse—font thickness, letter spacing, and special characters.
- Make sure it scales up or down while staying sharp.
- It's gotta work in one color... for those swag and print items.

LET'S BREAK IT DOWN...

WORDMARK VS. LOGOMARK

IT'S LIKE CHOOSING BETWEEN A KILLER BAND NAME OR AN ICONIC ALBUM COVER.



A SYMBOL USED TO REPRESENT A COMPANY

A LOGOMARK IS USED TO
ENHANCE BRAND IDENTITY

LOGOMARK (ICON/SYMBOL):

That's the visual vibe of your brand, no words, just pure symbol. It's that emblem (icon) that can say it all without uttering a word.

Logomarks are a canvas for creativity, giving you the freedom to capture your brand's essence in one compelling image. They're versatile, fitting snugly into any space, big or small. Yet, for new kids on the block, they might play coy with recognition, and they do demand a dash of design savvy to truly stand out without stepping on other brands' toes.

Ideal for brands with a visual namesake or those craving a bold makeover, logomarks shine when they're showing, not just telling, what you're all about. Think of Apple or Penguin Books—where the name is the image.



To craft a stand-out logomark:

- Scout out symbols that resonate—your brand's spirit animal could be hiding in ancient art or a magical monogram.
- Get playful with imagery—like Bluetooth did, merging ancient runes to signal connection.
- Align the style with your vibe—a scratchy sketch or sleek digital design can set the tone for your brand story.

BRANDMARK (LOGO COMBINATION):

But here's where it gets spicy—some brands mix it up with a bit of both, creating a mashup logo that's part text, part symbol. It's not just about choosing sides; it's about blending the best of both worlds.

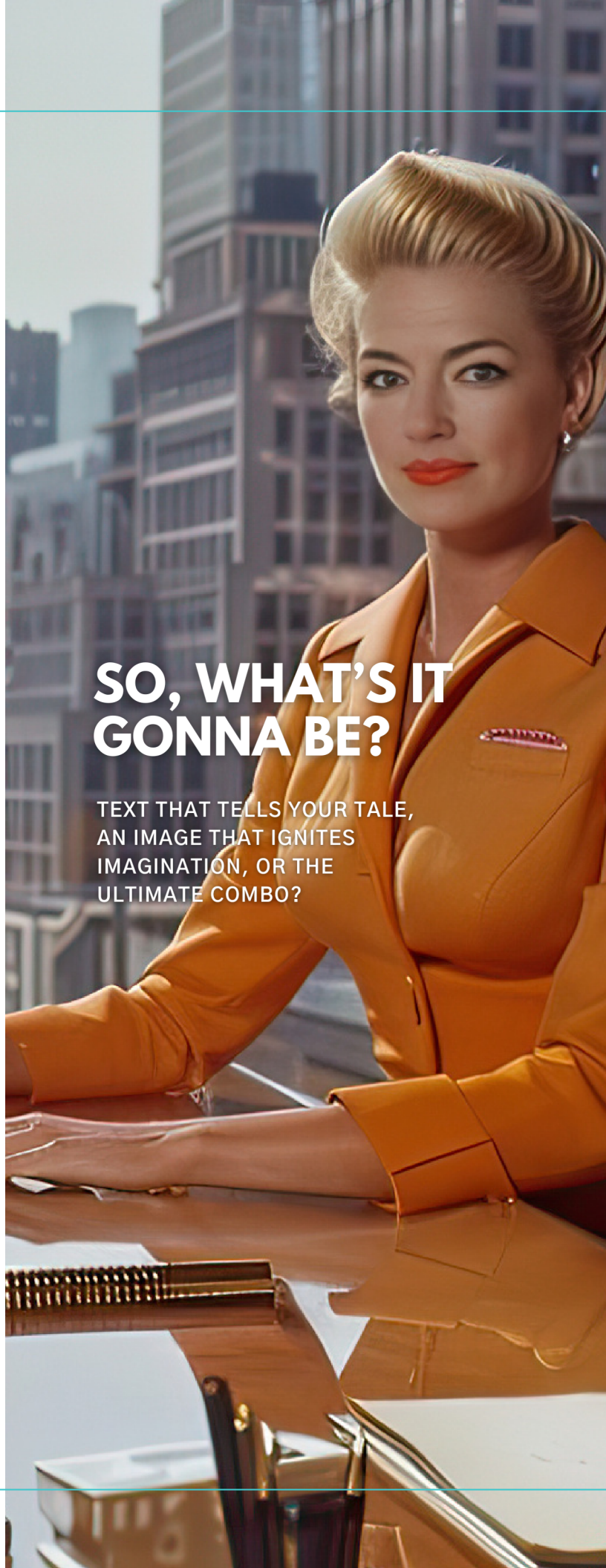
Merging a logotype with a logomark can give new brands a visual edge and add layers of meaning. It's a two-in-one deal that can elevate brand recognition and add a twist of creativity. However, this combo can get bulky, especially in small spaces or sleek digital spots. It's a balancing act to keep it from overpowering your design.

Perfect for up-and-comers looking to make their mark or seasoned players shaking up their image with a fresh look.



To blend them like a boss:

- Get crafty with the design—think of letters morphing into symbols or symbols hidden within letters.
- Stick to a cohesive color scheme and style to make them one.
- Play around with the layout—stack 'em up or line 'em up, whatever tells your story best.

A woman with blonde hair styled in a classic 1950s fashion, wearing a bright orange suit, is sitting at a desk in a city office. She is looking towards the camera with a slight smile. The background shows a city skyline with tall buildings.

SO, WHAT'S IT GONNA BE?

TEXT THAT TELLS YOUR TALE,
AN IMAGE THAT IGNITES
IMAGINATION, OR THE
ULTIMATE COMBO?

CURATE A WHOLE COLLECTION

A VARIETY OF LOGO LOOKS TAILORED FOR DIFFERENT DIGITAL SPACES

VARIABLE/RESPONSIVE LOGO DESIGN:

Brands aren't just picking one logo anymore; they're **curating a whole collection**. It's like responsive logo design is the new black, offering a variety of logo looks tailored for different digital spaces. Say you've got a logotype gracing your emails like a sharp suit, a logomark playing it cool on your mobile site, and a show-stopping combo logo turning heads on billboards. This lineup lets you dress your brand to impress, no matter the occasion.



Bottom line? When "logotype" pops up, think your brand's signature style in text. Spot a "logomark"? That's your brand's visual hook. And when you're feeling adventurous, why not blend the two? With this mix-and-match strategy, your logo's ready to rock any gig, from the palm of a hand to the side of a skyscraper.



IDEATE:

CONCEIVING YOUR LOGO IDEA

1. **Brainstorming Session:** Start by brainstorming words that describe your brand's personality, mission, and values. Imagine your brand as a person—what traits would they have? ([Lesson 00-02](#))
2. **Visual Inspiration:** Create a logo inspired mood board. ([Lesson 03](#)) Collect images, typography ([Lesson 05](#)), color palettes ([Lesson 04](#)), and other logos that speak to you.
 - a. Tools like Pinterest can be your playground here.
 - b. You can also Google logo images to get inspired.
3. **Download and complete the [LOGO PLANNER](#)** before moving onto the next steps. **THIS IS THE HARD PART!** The planner will help you work through your ideas and creative direction... making the next steps much easier to complete.
4. **Have your colors** ([HEX# from Lesson 04](#)) and font pairing handy. ([Lesson 05](#)) You will want to use experiment with color placement once you have your concept nailed down in black and white.
5. **Sketching Out Concepts:** Take a pen and paper and doodle away. No pressure—let your ideas flow freely. This is where your logo starts taking a rough shape.
 - a. Brainstorm and sketch **INITIAL IDEAS**. Refer to mood boards created in ([Lesson 03](#)).
 - b. Make lists, doodle, and sketches of **RESPONSIVE LOGO IDEAS:** logo (combo), logotype (wordmark), logomark (icon)

Are you ready to put
your ideas together?
Let's get to work!

>> PART THREE: CREATE

SEE YOU IN THE NEXT LESSON

Up Next...



06-Part 3: Create

Learn the pro secrets to creating a timeless, jaw dropping logo...
Just like the pros.



06-Part 4: Finalize

Build our your brand asset toolbox with logo formats that work for every situation.



07-Brand Board

Let's piece together your brand's ultimate wingman: the Brand Board.