

# 10 TIPS

## for the PERFECT PROFESSIONAL LOGO

(no matter which designer you use)

2 minute printable primer and checklist



## 1 Font

**SERIF: Traditional, Respectable, Reliable, Comfort**

**SANS SERIF: Stability, Objective, Clean, Modern**

*SCRIPT: Elegant, Creative, Affectionate*

**Modern: Strong, Progressive, Stylish, Chic**

**DISPLAY: FRIENDLY, EXPRESSIVE, UNIQUE, AMUSING**

## 2 Color

OPTIMISM

FRIENDLY

EXCITEMENT

CREATIVE

TRUST

PEACEFUL

BALANCE

## 3 Shape

SQUARE OR RECTANGLE



Strength, Security, Reliability

CIRCLE OR OVAL



Eternity, Mystery, Universe

TRIANGLE



Excitement, Balance, Stability

## 4 Communicate

Your logo must reflect the qualities and positive traits of your business to resonate with your market. The logos on this page are perfect examples.

## 5 Market Imagery

WINGS

HOUSE

GRAIN



## 6 Be Relevant



## 7 Memorable

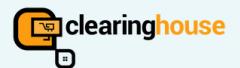
Every logo example on this checklist is an example of memorable because they were each designed for a specific audience at the heart.

## 8 Scalable

Your logo must be created using a vector drawing tool so it will scale for large banners as well as reduce for business cards. Adobe Illustrator is the industry standard vector drawing tool.

## 9 Style

3 main styles: Icon, Text, Illustrated



## 10 Versatile



# Congratulations

You now know more about what makes the  
**PERFECT** professional logo than most  
other businesses and that gives you an advantage  
when it comes to starting your brand right.

## What Next?

If you're ready to take the next step and get a custom  
logo that will set your business apart from the rest and  
look credible and trustworthy then...

**CLICK HERE**

Or go direct to <https://thelogocompany.net>

It's fast, easy and fun!

