This is our own logo

The Logo C°
Taking Design To New Heights

Sports Logos
The 3 styles of sports logo design by The Logo Company

This is one of our sports logo designs

CAB
CENTRAL BASKETBALL ASSOCIATION

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I swear this is all true :)

Me,me,me me,me!

My wife thinks I look handsome. Your mileage may vary.

Owner of The Logo Company for 14 years. Previous lives have entailed active service in The Royal Navy, Freelance Project Management and IT trainer.

Married to Linda, we have 2 beautiful girls; Charlotte and Zoe.

Asked if she thought I was the best designer in the world, my wife replied I was not even the best designer at The Logo Company.

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THE BOXING ACADEMY

Favored by big brands, the text style of logo design is often seen as simple. This is usually a false impression because the creativity is in the subtlety. Text based sports logos are not generally popular with teams because the logo is nearly always used on jerseys as a badge.

Look for the hidden meaning in the logos.

Text Style Sports Logo Examples

Every logo design starts with an idea or set of ideas and it is down to the designer to interpret that and bring the design to life. The designer needs to consider the direction the client wants to take the band and then develop some concepts considering the colors, style, layout and any subtle messages.

Here are a few of our text based logos

CHAPTER 2:
Iconic logo style:

This design style has become more and more popular with sports brands. It is a flexible design style that lends itself well to all types of media including use on sports jerseys as an emblem or badge.

The icon can appear anywhere in the design

Iconic Style Sports Logo Examples

When the designer looks at the design brief, he needs to know all about the audience for the logo. This is critical information because the logo must communicate with the brand and reflect the business goals to the viewer.

Here are a few of our Iconic based logos

FIRSTXI
S P O R T S   L L C

COURBETTE

GolfGear
USA

CHAPTER 3:
Illustrative logo style:

This style of logo is well suited to sports brands. You can build a lot of energy and meaning into a well designed illustration logo. The design style, color and layout all contribute towards the success of this logo design style. You get a lot for your money.

Want bang for your buck? You need Illustration!

Often the sports team will have some kind of idea for a mascot to represent the brand. Designing logos in an illustrative style gives the designer a free reign to delve the depths of his/her imagination and really play with some powerful ideas. The finished design always has a massive WOW factor.

Here are a few of our Illustrative based logos

Do You Need A Sports Logo Design?

http://thelogocompany.net/logo-design-example/logos/sports/

The Logo Company has been voted #1 online logo design company by The Wall St Journal and Wired Magazine. TrustPilot the independent review website scores The Logo Company 9.8/10.

Our sports logo design is just $149