



7 Essential Logo Characteristics

A GUIDE TO CREATING BETTER MEDICAL
PRACTICE LOGOS

While a logo is only one aspect of your practice branding, it can have a large impact on the way your practice is perceived.

In a sense it is the face of your practice.

And nowadays where everyone seems to be designing logos, it's easy to lose track of what makes a good logo in the first place. While anyone can design a logo, not everyone can design the right logo.

So to help we offer 7 Essential Logo Characteristics to first consider before you begin your journey.

1 | Simplicity

A simple approach makes a logo more versatile. It allows your logo to be used across a variety of media, from signage to a tiny website favicon.

If you think about the most iconic logos - VW, Nike, McDonald's, ABC - they're simple and instantly recognizable.

Simplicity also makes a logo easier to remember. A good logo is one that an 8 year old child can draw from memory.

That's a mark of an iconic logo; you know it by heart. Simplicity is key and will help patients recognise your practice quickly.

2 | Relevance

It doesn't matter how beautiful a logo is, if it does not help identify your practice it should be reconsidered.

For example, using the colour black is probably not the best color to use for a skin cancer clinic, or using sharp edged shapes may not support an obstetrician's logo

A great logo design should work for your practice, appeal to your ideal patients belief that your the right choice for them.

3 | Tradition

It's easy to get trendy with logo design, but iconic logos last for the duration of a practice; they don't come and go like the latest fashion trends.

Think about the logos of popular brands that have been around for years, like Ford, IBM, or Qantas.

While a logo may be updated or refined every other decade, great logos are timeless.

4 | Distinction

A distinct logo is one that is

- Original
- Stands out among competition

It has something unique about it that makes it easily recognizable and memorable, whether it's through a clever type treatment or an image in the negative space.

Distinct logos usually have one feature to help them stand out. Think of the wings on the Qantas kangaroo.

Not only does this make a logo easier to remember, but it also goes along with the simplicity characteristic mentioned previously.

5 | Scalability

It is essential for a logo to be scalable.

When creating a logo, both large format use like signage and more intimate use, like staff uniforms, should be considered.

Scalability makes a logo versatile.

As a rule of thumb, if a logo is sized to 20 mm, it should maintain all its detail seen if it were 2 metres.

6 | Shape

Not only because of the digital environment, but because your brand needs to be used everywhere, its shape needs to be considered.

Your goal is to avoid digital distortion across any platform. So logos really need to fit into a near square area. They can be star, oval shaped or any shape that could work on a coin.

Many doctors want to project precision and confidence, a symmetrical and neat logo design is a great start.

The right design envelop helps other design considerations also.

7 | Tell a Story

Ten years ago an obstetrician, noticed a pattern in the fabric of his reception seating. He sent a photo to us as a logo idea.

He observed that it looked like a embryo in a mother's womb and that it also matched his initials. A "double entendre".

All we did was recoloured the pattern, and stylised the design. Since then it has only been slightly modified.

While this practice does not aspire to become a national brand, the logo created is unique and helps their branding goals, as well as tells a great story.

Break The Rules

Does every good logo contains all 7 of these characteristics? Not necessarily.

Logo designers can also be about breaking the rules and challenging what has gone before.

This may not be comfortable for some doctors, as standards are essential for good medicine. But as the medical environment becomes crowded, standing out can be a useful objective.

Regardless, by using this guide during your logo creation, you will be on the right path to creating a effective brand for your practice.