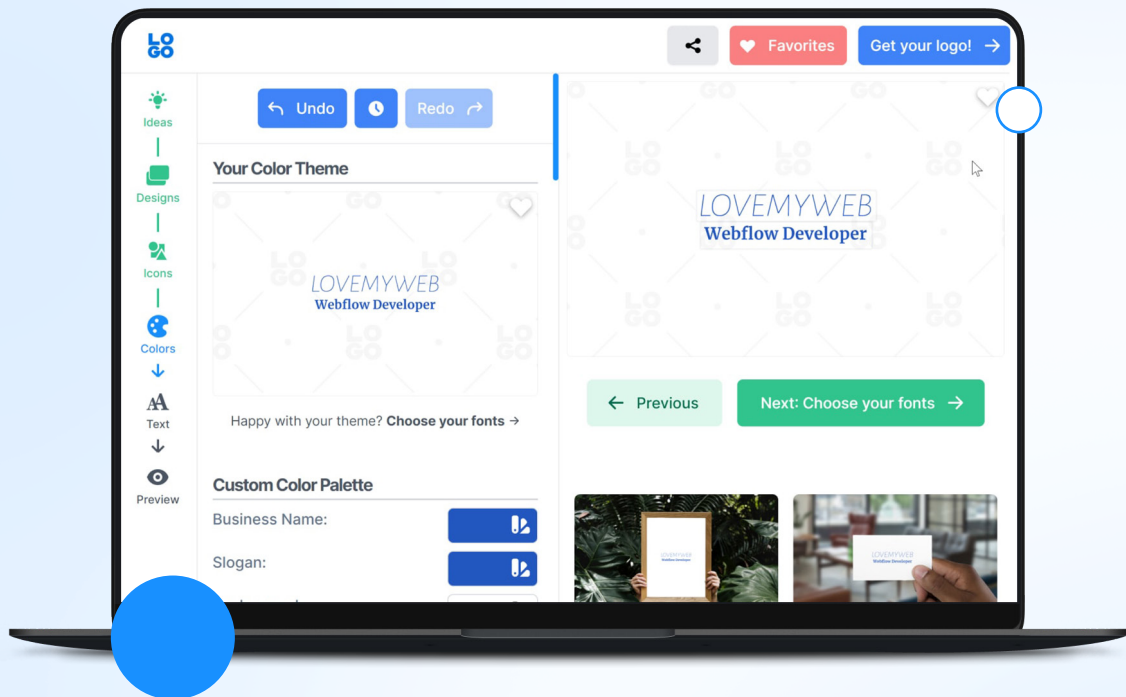




The 6 Steps To Create The Perfect Logo For Your Business

Using LOGO.com's AI-Powered Logo Generator



A logo design that brings your brand to life.

Professional Logo Designs For Any Business



Whether you are starting a new business or simply rebranding an existing one, a fresh, modern, and effective logo design is a critical component of your brand's success. We will deliver a beautiful logo for your brand using our logo maker, and its unique ability to generate thousands of professional logo designs.

We generate dozens of custom logo designs tailored to your business using just your business name and a slogan (if you have one). After selecting your favorite logo design, we can further customize the look and feel to your liking.

With an extensive bank of millions of icons stretching across countless industries, custom fonts, and color palettes, we will create the perfect logo to start your business or refresh existing branding.



STEP 1

We start with your brand story.



Consumers are becoming more interested in your brand story than the specific features of your product or service.

To truly build a profitable business, you need to sell your story more than your product. Consumers have evolved significantly over the years. Today, consumers are becoming more interested in your brand story than the specific features of your product or service. So, how does this affect you? Before we start creating a logo, we take the time to understand your brand's story.

The way we do this is by understanding why you do what you do. The root of your story gets translated into colors, font typefaces, and the overall design of your logo.





STEP 2

We study your competitors.

Studying competitors that fit within your brand guidelines might seem odd in the beginning. However, it can give a unique insight into the design language of your industry.

When we do competitor research we begin to understand how they built their brand, compare it to where you are in the brand-building process, and determine how to take things up a notch to exceed customer expectations.

We study a mix of local, national, and international brands in your industry. Understanding what they offer and how they communicate their brand story. The more we study, the more we will be inspired.

STEP 3

We look for inspiration.



When looking for inspiration, we don't limit ourselves to just looking at other logos. While that can be a great starting point, we observe everything around us and soak up all the inspiration we can find.

We will find inspiration in some of the most unexpected places. For example, the color of a flower or a leaf's shape will stimulate new ideas. We'll notice different fonts and colors instead of reading the message to see how they trigger certain emotions.

This way when we put pen to paper and start designing your logo, we are properly influenced by the design language of your industry. This ensures that the logo design you get not only elevates your brand story but also helps you connect with your customers.

STEP 4

We ensure that your logo has all the right characteristics.

Knowing how to create a logo that aligns with industry design principles and tells a story takes effort. Here are five essential characteristics that every quality logo must have:

Long-standing. Your logo design will be relevant even 10 years from now.

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Resonance. We study your primary target audience, their motivations, and need to design a logo that your audience can connect with.

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Simplicity. Your logo will have the perfect balance of colors, icons, and font to ensure it's simple yet powerful.

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Versatility. You'll be using your logo in multiple places, online ads, and offline communication. The logo we create will look good in all shapes and sizes.

.....


Memorability. Instead of getting lost in the crowd, your logo will be memorable and easy-to-recollect.





Color Options


Multi-color business name

Custom Color Palette

Business Name: 

Slogan: 

Icon: 

Background: 

Pick a Color Theme

Change Business Name Font

Set to Slogan Font

Filter Fonts

Select Font

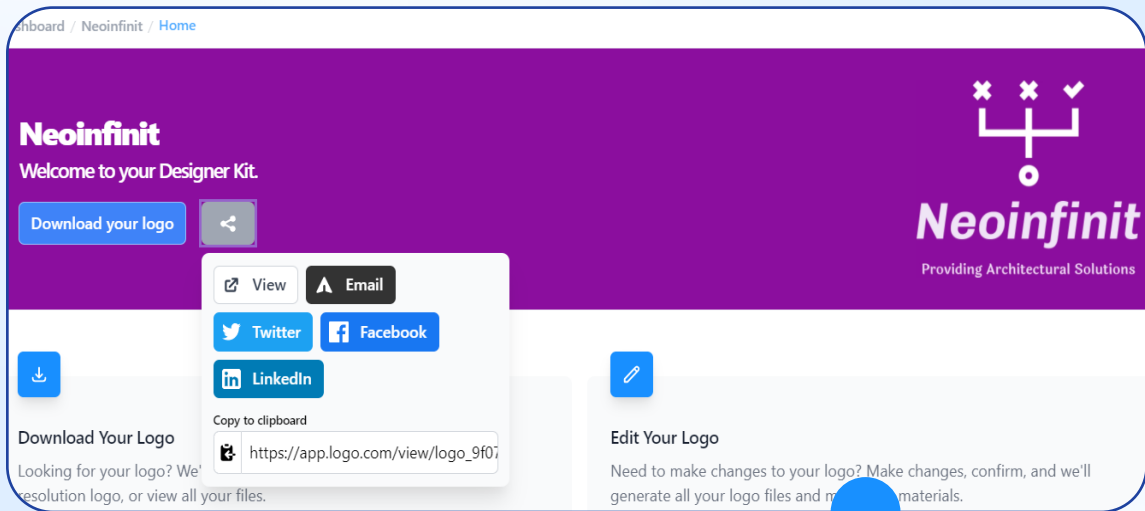
Neoinfinit

STEP 5

We are mindful of your colour palette and fonts.

Your logo will be placed on various backgrounds, which is why we need to think about the color variations. A good practice is to create a version of your logo for both light and dark backgrounds. This may mean changing the font color, or the color of your entire logo. We place your logo on various backgrounds to get it right. We also create mockups to gauge how it will look on t-shirts, mugs, notepads, and other brandable assets.

Choosing a font is an equally important decision. The font we choose can say a lot about your business. We only work with premium fonts to ensure that your business stands out from your competition.



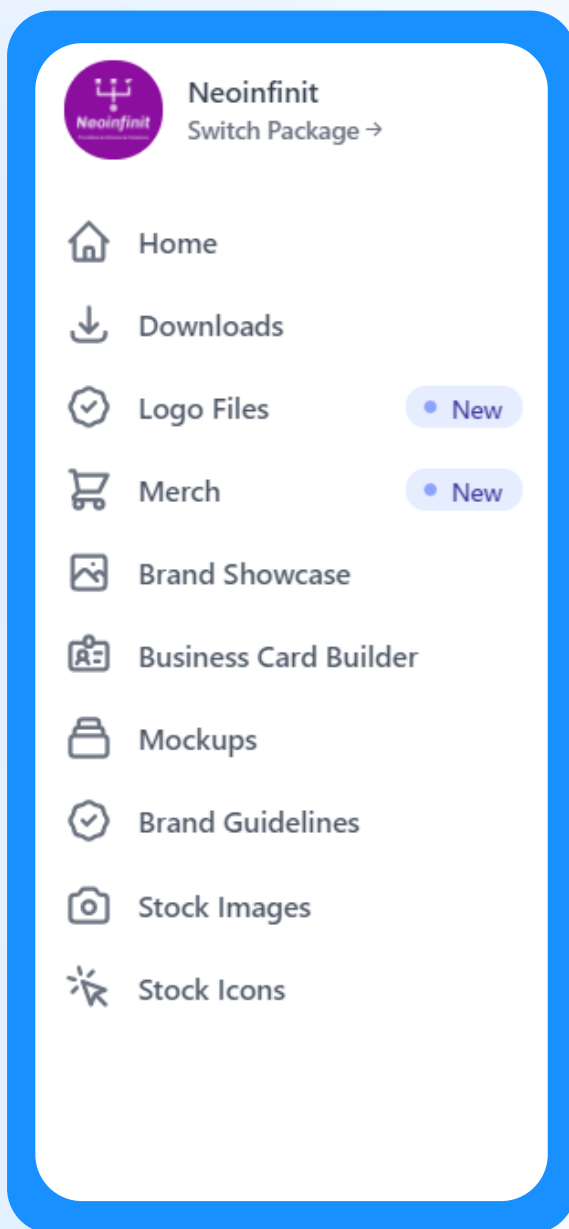
STEP 6

We refine your choice.

When we think we've got the final logo, we'll share it with you to get your feedback. You can ask your friends, family, colleagues, or your target audience if the logo speaks to them and how they react to it.

One of the essential qualities that we're gunning for is memorability. Do the people who see the logo remember it? Can they associate your brand with your logo? With this feedback, we go back to the drawing board and add final touches to ensure that the logo you have leaves a lasting impression on customers.

What Is Inside The Logo Brand Kit



Our logo maker offers a full brand kit for your business.

The branding kit download includes everything you need for print, social, and an extra branding guide for others to review. Every logo comes in full high-resolution and formatted as vector images so that your logo will always look clean wherever you use it.



The Brand Kit Perks:

High Definition Logos

Get high-definition files of your logo for your business, so it's crisp and sharp wherever you use it. You will be able to put your logo on anything from a billboard to desktop background.

Unlimited Logo Customization

We use our logo maker to make as many logo designs as we need to before deciding on the right one. The platform generates professional logo designs in dozens of styles so we can find a perfect fit for your brand.

Vector Files

Download your logo in Vector SVG files. This will ensure that you can change the shape and size of your logo to make it fit a tiny digital banner to a massive billboard without losing its essence.

Unique Icons

All icons are available in a vector format to ensure that your logo design prints and scales beautifully—whether it's on a website or a giant billboard.

Premium Fonts

Choosing the right font for your logo is crucial to your overall brand. We offer only premium fonts that help set the right tone for your logo design.