

# LOGO|DESIGN

## DOES IT EVEN MATTER?



**5-7**  
IMPRESSIONS NEEDED BY  
CONSUMERS BEFORE THEY  
RECOGNIZE A LOGO

**60,000x**  
HOW MUCH FASTER THE HUMAN BRAIN  
CAN PROCESS PICTURES VERSUS WORDS

## THE NUMBERS

**10**  **20**  
A TOTAL OF **10-20** DESIGN PRINCIPLES  
ARE USED IN A LOGO

 **OVER  
50%**  
OF SMALL BUSINESSES  
DESIGN THEIR OWN LOGO

### 7 TYPES OF LOGO DESIGNS

- Abstract
- Mascot
- Combination Mark
- Emblem
- Letter Mark
- Pictorial Mark
- Wordmark

**9%** OF GLOBAL BRANDS  
DON'T INCLUDE THEIR  
BUSINESS NAME IN  
THEIR LOGO

## THE COLORS

### TOP COLORS USED BY BRANDS

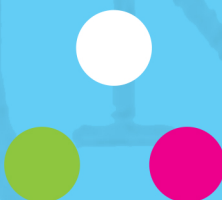
Blue		35%
Red		30%
Grayscale		23%
Yellow		20%
Green		7%
Purple		1%



**60%-90%**  
OF PEOPLE'S SUBCONSCIOUS  
JUDGEMENTS ABOUT A PRODUCT  
ARE BASED ON COLOR ALONE



**80%** INCREASE IN BRAND  
RECOGNITION WITH  
COLOR LOGOS



**85%** OF LEADING BRANDS'  
LOGOS USE MONO OR  
TWO COLOR TONES

## THE FONTS



### SERIF FONTS

FONTS	VIBES
• Times New Roman	• Reliable
• Book Antiqua	• Respectable
• Georgia	• Dependable
• Baskerville	• Reputable
	• Conventional
	• Neutral



### SANS SERIF FONTS

FONTS	VIBES
• Helvetica	• Clean
• Arial	• Simple
• Century Gothic	• Contemporary
• Calibri	• Straight Forward
	• Futuristic
	• Neutral



### Script Fonts

Fonts	Vibes
• Lobster	• Creativity
• Lucida Script	• Interest
• Sofia	• Emotions
• Pacifico	• Femininity



### MODERN FONTS

FONTS	VIBES
• Futura	• Reliable
• Bedini	• Respectable
• Orgreave	• Dependable
• Bodoni	• Reputable
• Empire	• Conventional
	• Neutral



### DISPLAY/NOVELTY FONTS

FONTS	VIBES
• Jokerman	• Reliable
• Quixote	• Respectable
• Gugi	• Dependable
	• Reputable
	• Conventional
	• Neutral



## THE FUN FACTS



**90%**

OF THE GLOBAL POPULATION  
RECOGNIZES COKE'S LOGO



**12x**

THE AMOUNT OF TIMES  
UNIVERSAL STUDIOS HAS  
CHANGED THEIR LOGO



**1366**

THE FOUNDING OF STELLA ARTOIS  
POSSIBLY THE OLDEST LOGO  
STILL IN USE TODAY