

## **Common Mistakes in Logo Design**

Designing a logo is fun and enjoyable. Aside from sharing your talent and developing your skills a lot further, you get to have the chance to earn from it. It might not be now, but as long as you keep on doing it, you'll be there in no time. You get to use a lot of ideas stuck in that head of yours in this type of job. All the necessary knowledge and creative experience you have learned are the most important elements in having a great output.

However, there are instances where you can overdo your work. Any overdone piece of work or art is never good. It can be a good cause for the logo itself to lose its meaning. Just because your creativity is so overflowing like a flash flood, it doesn't mean you can just do everything you see fit. That's why there are limits you need to consider first before making a great logo.

If you have had problems in your previous works before, it's time to break free from your mistakes by recognizing them. Along with knowing your mistakes, you need to have an analytic mind to find the right solutions. Here are some of the common mistakes that logo designers commit. Pay close attention to prevent yourself from making these again.

### **Rasterized Images**

This is the most common method of businesses in designing their logos. It is a type of image that is created by dots, which resembles a photograph. This means the wider or the longer you stretch it, the more pixelate it is. Obviously this is not good for a company logo. To prevent this, you can use programs like Adobe Illustrator to create vector versions of your design to make it finer and have less ragged edge.

### **Multiple Font Applications**

Having a distinct font for your company's logo is of most importance. With that, you need to use one with the most legibility and balance in whatever size you wish to set it to. As much as possible, use only one type of font. If you're using Arial, just use Arial; if

you're using Comic Sans, use only Comic Sans. Never use multiple fonts like for example, your title is in a Verdana font but the other ones are Wingdings, then that's a different story.

### **Inappropriate Acronym Usage**

Acronyms tend to be unavoidable in terms of logo design. You use this to make the name shorter or to have a creative twist on your designed logo. However, this is not applicable to companies who don't have yet enough recognition and reception to the general public. Unless you're IBM, whose reputation has risen beyond mountains, don't even think of using acronyms. If you're company name is Kirby and John's Motors, nobody would care if your name would be K & J.

### **Clip Art Usage**

For a creative person, this is a definite no-no. This only shows that you don't have enough creative input that's why you chose to put stock images of graphics just to fill the empty space. Avoid this as soon as possible. Most probably companies have used your clip art image in their logos too for a lot of times already. Be original for no company has reached the top of the hill with wearing the shoes of others.

Hope this information has brought some sense to you. That is if you frequently commit logo designing mistakes. Review these mistakes and find out if you have done some or most of them.