

What Makes a Logo Design, Good?



- **S**imple
- **M**emorable
- **A**ppropriate
- **R**esizable
- **T**imeless

- 1) Simple: Logos should be easy to recognize, in any shape or color.
- 2) Memorable: A good logo is distinctive enough to persist in our memories.
- 3) Appropriate: A good logo should feeling right for what it represents. It doesn't need to say a whole lot
- 4) Resizable: Logos should avoid too much text or detail that would be difficult to read in smaller sizes
- 5) Timeless: Logos should include colors and design elements that will not go out of style quickly.

