

# What Makes a Great Logo?

## The Logo Is Versatile and Flexible:

A great logo is the one that remains equally recognizable and conveys the same meaning in different sizes and on/with any colors:

### Determine logo versatility by several indicators:

- **Scalability:** Meaning the logo is recognizable and legible at any scale – from reduced to a tiny favicon or icon to enlarged for banners or signs for a store front.

#### Scalability is dependent on two critical factors:

- **Vector Files:** also known as working files or design files, vector files are infinitely scalable – the logo maintains quality, stays sharp and legible at any size.
- **Simplicity:** A complex logo with excessive detail and decorative fonts will turn into a blurred spot or illegible text when shrunk down for smaller formats.

**PRO TIP:** Solution for complex logos: If you love your logo, but excess detail makes it difficult to legibly adapt to a small size, prepare a simplified version that's built for smaller spaces (see ours below).

- **Color Flexibility and Conversion:**

The logo must be able to convert and remain legible in black and in white because it will at times need be viewed on darker and lighter backgrounds.

#### BEST PRACTICES FOR COLOR VARIATIONS

- You should have at minimum two color variants of the logo – for both light and dark backgrounds.
- Most logos have a full-color version, plus black, white, and possibly an alternate color variation.
- **Background Test:** Ensure at least one logo color variation stand out and is legible on top of a light and dark background, as well as over a photo.

## The Logo is Clear and Legible:

Typography is a key factor in logo legibility and brand identity. Key considerations include:

- **Fonts:** Are the fonts used in your logo legible, well-spaced, and aligned with your brand's personality? See the font personality guide on the next page
- **Legibility:** Ensure the text is easy to read at different sizes. Are the fonts legible on different backgrounds?
- **Symbol Design:** The symbol paired with your wordmark should be recognizable, align with your target audience, and stand out in your industry.

## The Logo Functions Effectively:

Raster and Vector file formats are critical to a logos ability to adapt and function at their highest quality across all media/applications.

### What are Vector and Raster Files?

- **Raster graphics** (PNG, JPG, JPEG) Raster graphics are made of pixels (tiny squares of color). They are resolution-dependent and lose quality, look pixelated or “blocky” when scaled up too large. Raster files are best for on a website, social media, or email signature, and must be used within Microsoft/Google Programs.
- **Vector graphics** (AI, EPS, SVG, PDF) are made of paths, lines, and curves, which can be scaled/enlarged infinitely without losing quality. Use vector files for sending to a designer or print shop, scaling up to a very large size – vector file types are editable (to designers) via design software.

**PRO TIP:** You need both vector files and raster files for your logo to function effectively.

## A great logo isn't just beautiful, it's adaptable.

Whether expanded or reduced for large print or tiny icons, your logo should stay recognizable. Strong logos evolve without losing their identity – at any size and any color. That's what makes them timeless.

The example below shows how our logo adapts from large to small and across various color needs.



# Every logo tells a story, but not all elements speak the same language.

*The Psychology of Logo Design – how fonts and colors can influence audience perception of a logo/brand.*

**Font Psychology:** Fonts shape how people feel about your message. Each style carries its own personality. Here are the four most common font styles that express different emotions.

- **SERIF:** Serif type has a long history, making it a safe, universal font choice for personality and character.  
**Established • Reliable • Conventional • Respected**

Aa

- **SANS SERIF:** Sans serif are minimal, clean styles with a more contemporary and modern feel to them.  
**Clean • Simple • Minimalistic • Direct • Futuristic**

Ab

- **SLAB:** Their strong slab character is often perceived as dependable, steadfast, and sturdy.  
**Bold • Strong • Confident • Reliable • Sporty**

Aa

- **SCRIPT:** Script fonts are inspired by real handwriting. A formal look – be mindful of legibility when reduced.  
**Elegant • Fancy • Friendly • Feminine • Nostalgic**

Qa

**Color Psychology:** Color isn't just decoration, it's memory in disguise.

It plays a huge role in how people recognize and remember a logo.

Reds	Warmth, Playfulness, Productivity
Oranges	Excitement, Energy, Love, Empathy
Yellows	Creativity, Happiness, Optimism
Greens	Renewal, Health, Freshness
Blues	Trust, Reliability, Competence, Loyalty
Purples	Ambition, Luxury, Royalty
Black	Elegance, Formal, Power, Modern
Greys	Maturity, Dignity, Authority

## The nuances of utilizing color and font psychology in your logo design:

Keep in mind that psychological principles regarding color and fonts should not be treated as absolute, blanket definitives, but a framework to consider when building your logo, along with other factors.

**Color Considerations:** While universal associations exist, colors' emotional impact varies. Simple lists of color meanings are a useful starting point, but don't capture the full picture.

- **Specific shades and saturation:** A muted, dark blue can convey tradition and stability, making it suitable for a financial institution. In contrast, a light, vibrant blue can feel fresh and approachable for a tech startup.
- **Color Combinations:** Using multiple colors can change the overall impact. A limited palette often appears more modern and intentional than a logo with too many colors.
- **Personal meaning:** A color that doesn't seem appropriate by definition may hold a personal meaning to you that ties directly to your service/values, which can be a great detail to add context to your brand identity and story.

**Font Considerations:** A font's psychological effect within a logo is not determined by typeface alone, but how it is used in the overall design. Key factors to consider include:

- **Character traits:** A font's weight (bold, medium, light, etc.), the spacing of a font's characters, and use of case (lowercase vs. uppercase) are significant. Uppercase, bolded fonts convey strength and power, while rounded, thin, or lowercase fonts suggest softness, friendliness, or elegance.
- **Target audience:** The right font choice reflects your target audience's values and expectations. A youthful, trend-focused audience may respond better to a sans serif or youthful font than a more traditional one. Older demographics may appreciate larger lettering with distinguishing serifs to enhance legibility.

This resource is just one piece of our larger logo identity package for Independent Agents. We've curated a suite of tools and services to ensure your logo is polished, professional, and ready for any application.

**Check out our full suite of tools, offerings and resources! → [LOGO IDENTITY PACKAGE](#)**