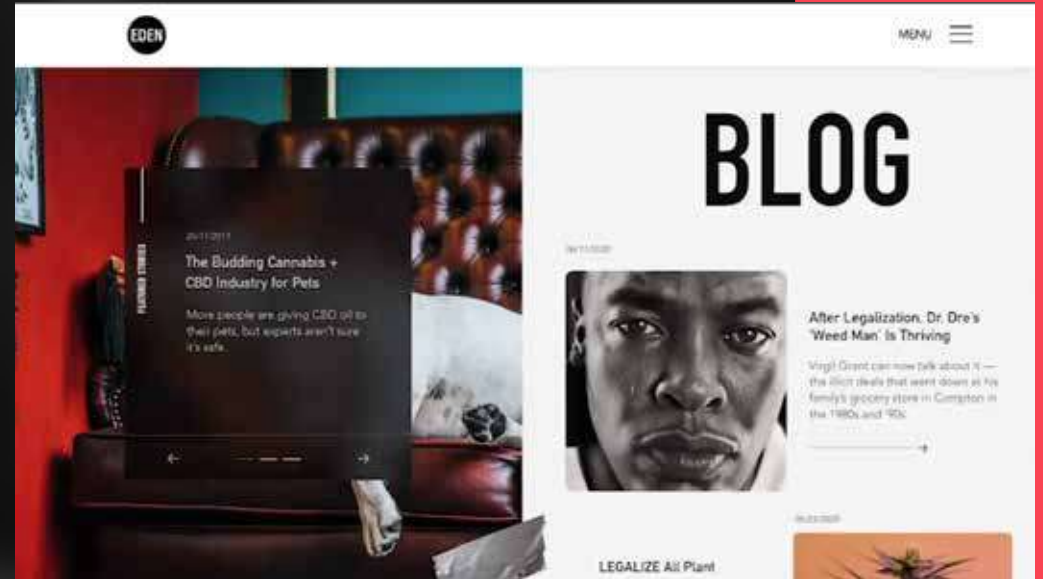




DESIGN GUIDELINE.



DESIGN GUIDE

Being a symbolic sign, the logo is one of the most important parts of a company or project identity. It should combine lots of magic ingredients of success: pure and distinctive shapes and colors as well as the overall image being both original and meaningful. A designer assigned to create the logo gets a very responsible job and has to get through lots of ideas and updates before the creation of the final version satisfying the customer.

The designer at Logo Design Whizz are already experienced in such things so they always considers lots of those issues and try to address them before hand before working on a project.



TOOLS

Pencil sketching, markers, Adobe Illustrator



TASK

Designing the logo for the online photo editor with a wide set of tools.

PROCESS

The designer started working out the idea of lettering compositions that could be used for logo styles however, there are times when customer wants to use the visual elements that are associated with the mascot of the company. The word used as the name of the company let's say — Ribbet — is one of the variants to express the sound made by a frog or a toad, so the image of a frog can originally be the mascot of the company.

Customer wants to preserve it in the logo in order to support consistency with other visual elements of branding as well as the name of the company. Having analyzed the experience of the other competitors on the market, we came to the conclusion that it would work efficiently and would create better web-presence. So, it was agreed to create the variants combining lettering with the visual elements reflecting the mascot.



So originally the company didn't have a visualized logo using any image — they used only a lettering composition reflecting the name of the site. That is how where your rebranding skills can come in to give your customers brand a new and revamped look.



FONT PSYCHOLOGY

Understanding font psychology is a must if you want to create impactful designs.

WHAT IS FONT PSYCHOLOGY?

Before we jump into why font psychology is so important (and how to use it in your designs to inspire specific emotional responses with your audience), let's talk about what, exactly, font psychology is.

In a nutshell, font psychology is the study of how different fonts impact thoughts, feelings, and behaviors.

People have very different (and, oftentimes, very specific) thoughts, feelings, and associations with different font types. For example, when you use Comic Sans in a design, it's going to create a very different emotional response for your audience than if you were to use Arial, Roboto, or Montserrat. Or when you feature Times New Roman as your primary font, people are going to associate it with completely different thoughts, feelings, and ideas than they would if you chose Yellowtail or Baloo. That's font psychology.

TYPO

GOTHIC A1

Aa01

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
Regular	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z

WHY IS FONT PSYCHOLOGY SO IMPORTANT?

Now that we covered what font psychology is, let's jump into why font psychology is so important.

Font psychology allows you to choose the right fonts for your design...

One of the most powerful reasons you should use font psychology to drive your design decisions. It allows you to choose the right fonts for your designs—and gives you a ton of control over how your design is perceived and received by your audience.

For example, let's say you're designing a poster to promote your new children's clothing line—and you want your audience to feel happy and cheerful when they look at it. Choosing a more whimsical script or graphic font is going to create the emotional response you're looking for—while a more traditional serif is likely to fall flat.

The point is when you create a design; you're looking for a very specific reaction from your audience.

And when you understand font psychology, it puts you in control—and allows you to choose the fonts that are going to inspire the kind of emotional reaction and response you're looking for in your design.

AND AVOID THE WRONG FONTS...

If you want your design to hit the right note with your audience, choosing the right fonts is (obviously) important. But just as important? Avoid the wrong fonts.

Choosing the wrong font can completely change the look and feel of your design—and, as a result, it can completely change the way your audience reacts to it. For example, let's say you're designing a Facebook cover photo to promote your new financial consulting company. In a more traditional industry like finance, you want to inspire feelings of trust and stability in your audience—but choosing the wrong font, like a graphic or script font, will make your design feel too casual. On the flip side, if you're designing a Facebook cover photo to promote your new personal training business, a super traditional serif font won't inspire the kind of excitement necessary to draw in your audience—and your design will fall flat.

Conclusion: Choosing the wrong fonts can have a detrimental effect on your design. And understanding font psychology is so important because it helps you avoid choosing those less-than-ideal fonts.

FONT PSYCHOLOGY DRIVES RESULTS

The last reason
font **psychology** is
so important?

Because it works!

Every design has a goal. And by choosing the fonts that are going to inspire the right emotional response in your audience is going to empower you to hit that goal.

For example, let's say you're designing a Facebook post to promote a sale. If you choose fonts that inspire a sense of excitement, that social media post is going to drive people to get out their wallets and start shopping. Or maybe you want to use Instagram to build buzz around a new product. Using a bold font will not only help you stand out in your audience's feed—but it will also help generate that feeling of anticipation and get people excited to get their hands on your product.

Whatever your end goal is for your design, understanding the impact of fonts on your audience will help get you there and achieve that goal, which is just another reason why font psychology is so powerful.



COLOR PSYCHOLOGY

THE PSYCHOLOGY OF COLOR AND GRAPHIC DESIGN

Color plays a crucial role in **graphic design**, as does the psychology of how humans perceive color. Here is a look at the ways that **color and psychology affect** the graphic design process.

PRIMARY COLOR RED
COLOR CODE: 960900
CMYK : 25 100 100 26
HSB : 4° 100% 59%
RGB : 960900

COLOR TONES
100% 80% 60% 40% 20%

GRADIENT
Red Gradient

PRIMARY COLOR BLUE
COLOR CODE: 060F4C
CMYK : 100 98 38 44
HSB : 231° 91% 29%
RGB : 060f4c

COLOR TONES
100% 80% 60% 40% 20%

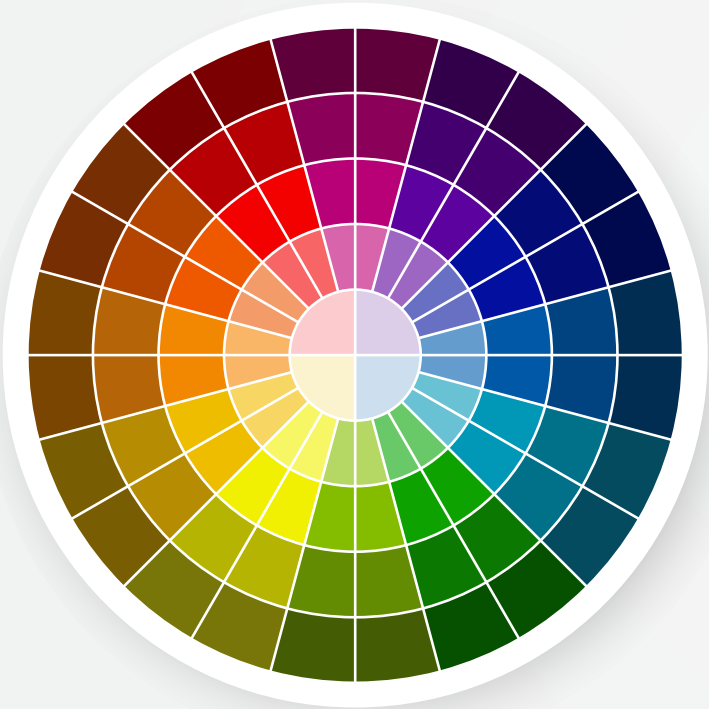
GRADIENT
Blue Gradient

PRIMARY COLOR BLACK
COLOR CODE: 000
CMYK : 75 68 67 9
HSB : 4° 0% 0%
RGB : 000000

COLOR TONES
100% 80% 60% 40% 20%

GRADIENT
Black Gradient

COLOR PSYCHOLOGY



Color psychology is the study of how colors determine human emotions and behaviors. We react to colors based on a complex series of interactions between our personal tastes, our family upbringing, and our cultural background.

Color can affect perceptions in subtle ways; for example, it can enhance or detract from the way that food tastes. The right colors can even enhance how effective pills and placebos are; blue is used for calming or sleep-inducing pills whereas red or yellow are usually used for stimulants.

Every brand and business uses colors deliberately in their product designs, packaging, advertisements, and websites. High-level graphic design relies in part on the ability to select colors that work with the brand and the company's mission. The psychology of color can and must be used to trigger the right responses from consumers, and this is part of the graphic designer's goal.

Great graphic design also anticipates cultural differences in the way colors are perceived. The same color can mean very different things to different audiences; for example, in most cultures yellow has a bright, cheerful connotation, but in China it may have vulgar or adult connotations. In the US white symbolizes purity and is often used for bridal branding, but white is a mourning color in Japan, India, China, Korea, and the Middle East. The bottom line here is to know your audience and choose wisely.



WARM COLORS

Red, orange, and yellow and their tertiary variations are the warm colors. In general they are positive, passionate, happy, enthusiastic, and energizing.

RED (SECONDARY)



Positive associations: passion, strong emotions, excitement, love, confidence, comfort, warmth.

Negative associations: danger, anger, violence, fire, warfare.

Common design uses: bright red as an accent color; dark red, in combination with gray and white, for a professional, elegant look.

ORANGE (SECONDARY)



Positive associations: passion, strong emotions, excitement, love, confidence, comfort, warmth.

Negative associations: danger, anger, violence, fire, warfare.

Common design uses: bright red as an accent color; dark red, in combination with gray and white, for a professional, elegant look.



COOL COLORS

Green, blue, and purple and their tertiary variations are the cool colors. In general, they are more reserved, relaxed, professional, and calming than warm colors.

BLUE (PRIMARY)



Positive associations: authority, calming, conservative (but can also mean liberal political values), masculine, non-threatening, peaceful, refreshing, reliable, responsible, serene, stable, strength, tranquil.

Negative associations: sadness, depression, distance, vulgarity and adult themes.

Common design uses: Baby blues for baby and young children's products; light blues for calming and relaxing effects; bright blues for a refreshing, energizing feel; dark blues for corporate designs and other places where reliability and strength are important.

PURPLE (SECONDARY)



Positive associations: magical, creative, mysterious, spiritual, imaginative, luxurious, royalty, romance, wealth, and military honor.

Negative associations: none.

Common design uses: light purples for pampering, beauty, and romance; dark purples for luxury and wealth.



NEUTRALS

Neutral colors are critical to graphic design because they're so often functioning as the backdrop and are expected to produce the right effects.

WHITE (PRIMARY)



Positive associations: cleanliness, bridal, innocence, virginity, healthcare, purity, goodness, and peace.

Negative associations: cold, dull, bland, impersonal, uninspiring, and sterile.

Common design uses: As a backdrop white lets other colors shine; white can be used to create minimalist designs as well; white can also convey summer and winter.

BLACK (SECONDARY)



Positive associations: magic, Halloween, power, fashion, elegance, mystery, wealth, and formality.

Negative associations: death, evil, intimidation, mourning, control, bad luck, and the occult.

Common design uses: used to convey an edgy, mysterious, or elegant feel. Black is also the default color of typography.



LOGO DESIGN WHIZZ

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