



Brand & Identity Design For Product Designers

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What is a logo?



What is a logo?

Logos are symbols made up of text and images that help us identify brands



What are the types of logos?



What are the types of logos?



NIKE
AIR



Principles



Know your identity



Tell your story

Drink
Coca-Cola
Coke

Practice simplicity

WALT DISNEY

Practice simplicity

The image shows the classic Disney logo in white, set against a solid blue background. The logo is written in a stylized, cursive script. The letter 'D' is large and features a prominent, sweeping flourish that curves over the top of the word. The letters 'I', 'S', 'N', 'E', and 'Y' are smaller and more compact, while the 'P' at the end is also smaller and has a distinct, slightly curved tail. The overall appearance is clean and iconic.

Process



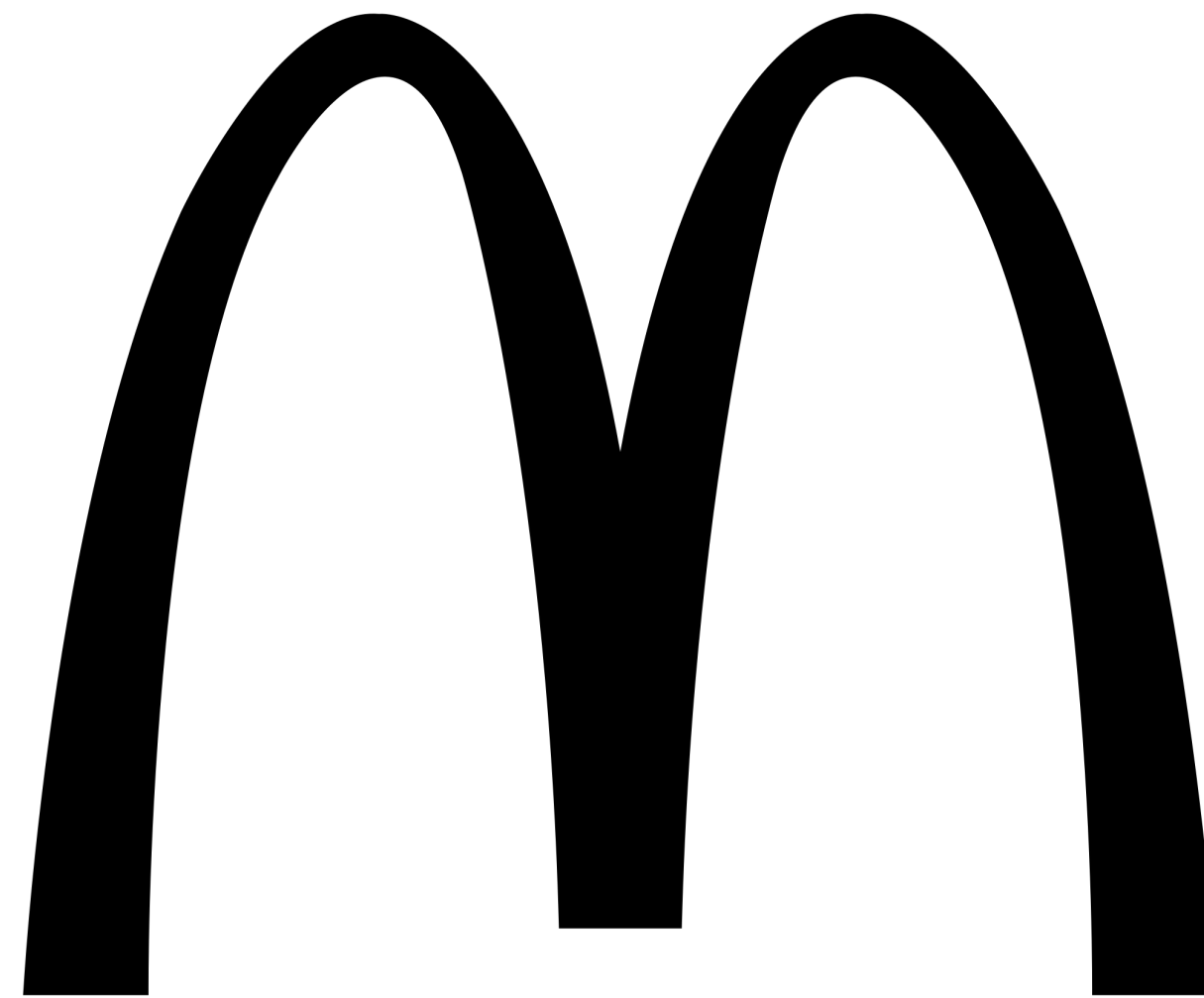
Keep Your Design As Simple As Possible

Aim for easy recall



Draft Your Logo in Black and White

Focus your attention on the basics of the idea



Use Vector-Based Source Files

Sketch (Mac)

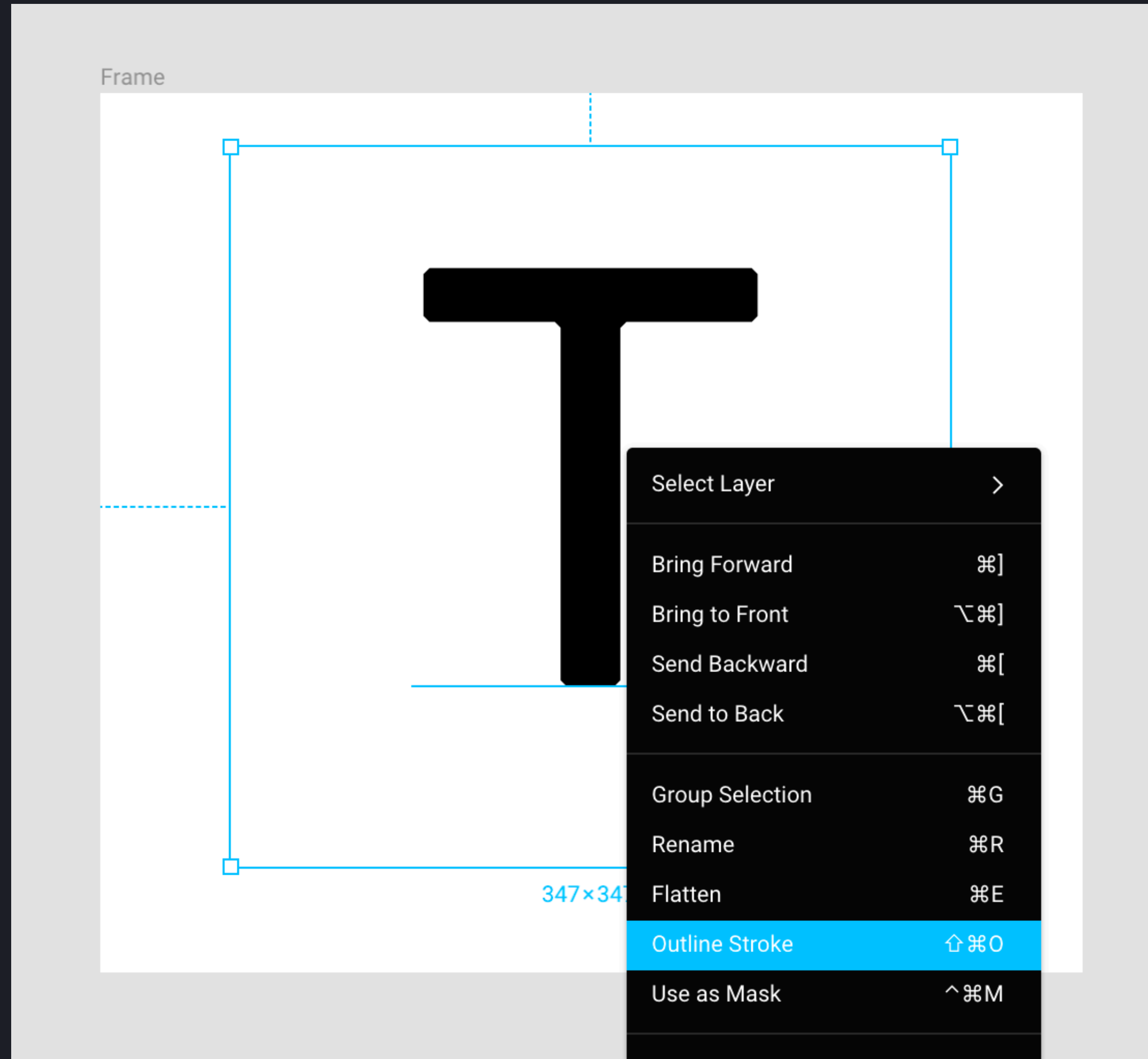
Figma (Web)

Adobe Illustrator (Desktop)



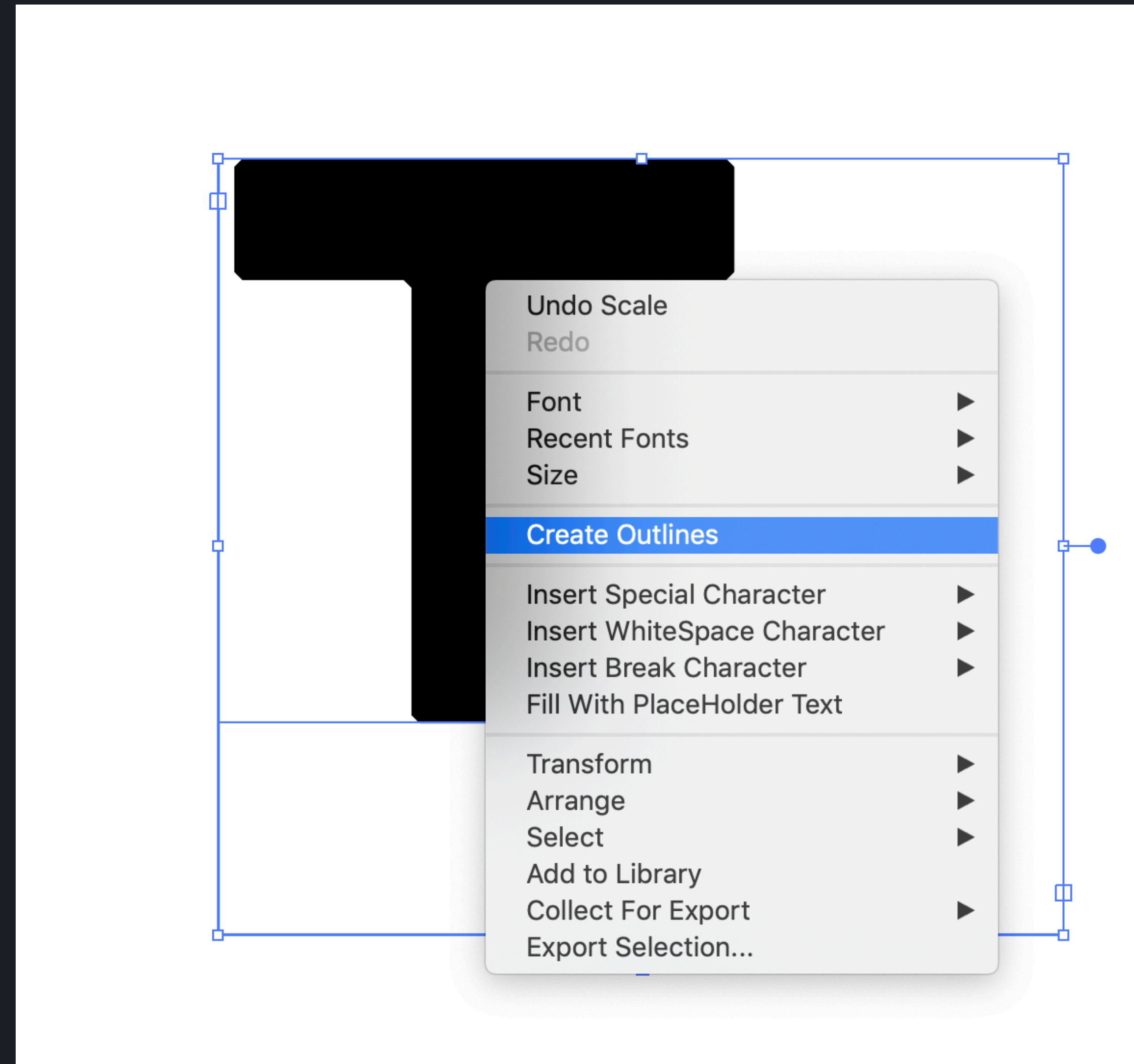
Manipulating and Customizing Letterforms

Text to Outlines



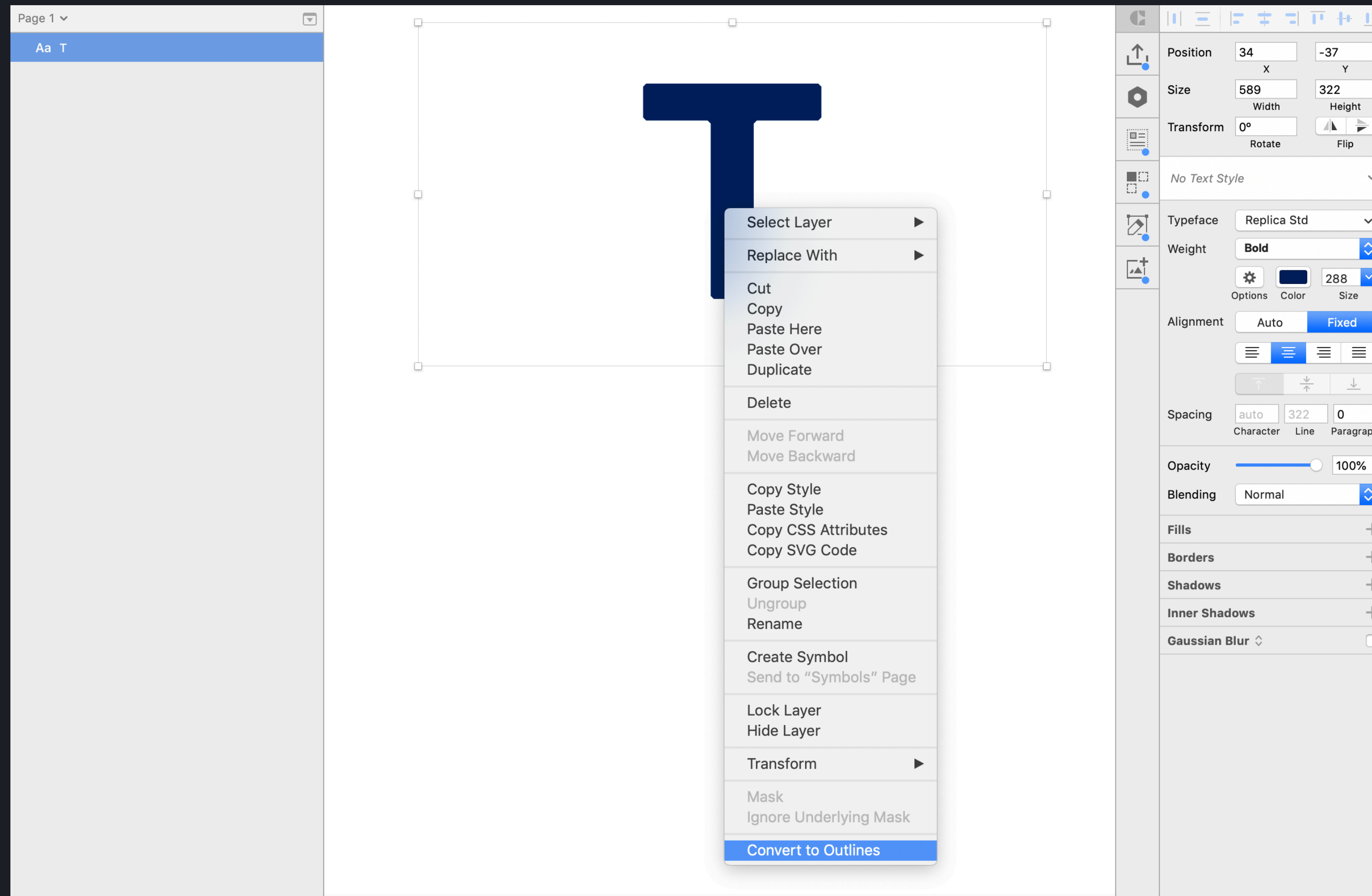
Manipulating and Customizing Letterforms

Text to Outlines



Manipulating and Customizing Letterforms

Text to Outlines

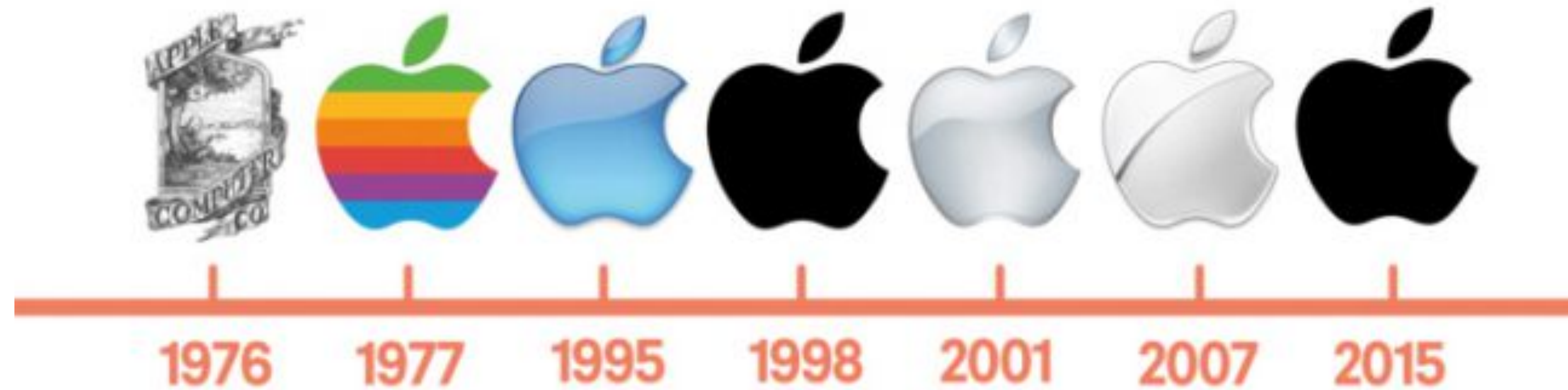


Separate Text and Graphics

Logotype & Logomark



Avoid Complicated Textures and Design Effects



Color Theory



Complementary



Analogous



Triadic



Split Complementary



Tetradic



Understand Print and Digital Color Systems

HEX (Web)

RGB(Digital)

CMYK(Print)

Pantone(Print)

color-hex color hex, name, rgb, h: ■ Get Info Blog Latest Palettes Palettes Colors

#e3adb5	#f69284	#231f20	#95b8e3	#c095e3	#fff384	#929195
#95b8e3	#95dfe3	#3e2a1f	#f0b892	#987d84	#008080	#665a72
#a99887	#d5ede6	#3f2b44	#587a8f	#53af8b	#454727	#8b7355



Create a Brand Guide

<https://atlassian.design/>

<https://www.uber.design/>

Design, develop, and deliver

Use Atlassian's end-to-end design language to create straightforward and beautiful experiences.

B Brand

Foundations, including personality, writing style, color, and type.

B A double rainbow!

We use color in meaningful ways in all expressions of our brand.

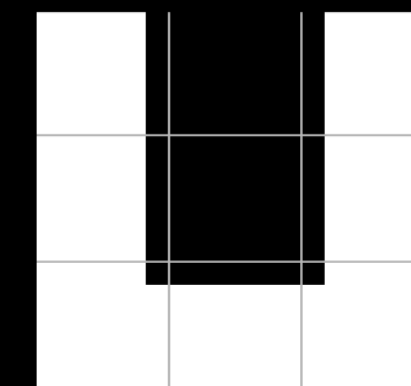


M Our illustrations



Spar from afar

Uber

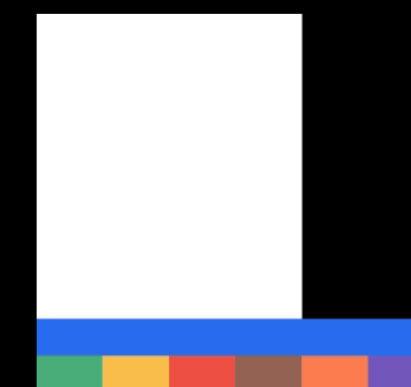


Uber Move
Uber Move
Uber Move
Uber Move

Iconography



Color



Motion



Photography

Illustration

Tone of Voice

Resources



Instagram

@logoseum

@logoimport

@logobooks_

@logoplace

@logoarchive

@logos.ai

@learnlogodesign

@logopassion

@logoroom



Logo Lab - Analysis

<https://logolab.app/home>

LOGO LAB

Made with  by [Studio Bros.](#)

Put your logo to the test and find out where it succeeds and where improvements could be made.

UPLOAD A LOGO

Logo Rank - Analyse

<https://brandmark.io/logo-rank/>



Logo Rank is an AI system that understands logo design. It's trained on a million+ logo images to give you tips and ideas. It can also be used to see if your designer took inspiration from stock icons.

Logobook - Inspiration

<https://brandmark.io/logo-rank/>

Logobook™

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Letters & Numbers ▾

Shape ▾

Object ▾

Nature ▾

Business ▾

FOLLOW US



Discover the worlds finest
logos, symbols & trademarks.



Shapes



Objects



Nature

Responsive Logos - Inspiration

<http://responsivelogos.co.uk/>

Responsive Logos



Brand New - Inspiration

<https://www.underconsideration.com/brandnew/>

Brand New

Opinions on corporate and brand identity work.

A division of [UnderConsideration](#).

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About



New Logo and Identity for Mailchimp by COLLINS and In-house

Reviewed

Going Bananas

MailChimp



Questions to Answer

1. Does this logo best represents the company/product?
2. Which existing logos resonate with you?
3. Who are your competitors and what are their logos?
4. Which colors best suit your brand?
5. Which font(s) best fits your brand?



Questions to Answer

6. Who is your target audience?
7. Is It visible regardless of size and color?
8. Does it feature a memorable design or gimmick?
9. Is the design appropriate?
10. Is It timeless?



A close-up photograph of a hand holding a white card against a blue background. The card is held vertically, and the hand is visible on the left and right sides. The card has a circular hole at the top and a faint 'G' logo at the bottom. The text is overlaid on the card.

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