

The Meaning of Color in Cultures

Our color preferences and the meanings we attach to them are influenced by our culture. In the United States one would most likely be horrified if a bride wore a red wedding gown. However, in China this is expected.

Color Symbolism through the Ages

Color preferences and use are also influenced by the time period in which we live.

In ancient Egypt, statues of Osiris were painted black to indicate the period of seeds sprouting from the earth. Bright colors were also used in ancient Egypt to help in the healing process. For example, green herbs were used to heal disorders such as fevers and colds.

The Incas painted wooden statue faces red and used them as spiritual aids when a person died. These statues were buried along with the mummified body.

Vocabulary

LINGUISTIC
RELATIVITY
HYPOTHESIS

Color in Language

According Benjamin Whorf's *Linguistic Relativity Hypothesis* a person's language determines and limits what the person experiences. Not all concepts can be expressed in some languages. This language barrier can affect one's perception of color. For example, the Shona language in Zimbabwe and the Boas language in Liberia have no words which distinguish red from orange. Therefore, people fail to perceive different colors because of language limitations.

Color in Climate Zones

Even the climate in which we live influences our color preferences, according to psychologist E. R. Jaensch. Jaensch's research indicates those who live in climates with a lot of sunlight prefer warm bright colors; while those from climates with less sunlight prefer cooler, less saturated colors.

Universal Meaning of Color

Throughout time some colors have acquired specific meanings. In Jon Van Eyck's Renaissance painting, *Giovanni Arnolfini and His Bride*, the bride wears a green gown to symbolize fertility.



Giovanni Arnolfini and His Bride
by Jan Van Eyck , 1434

Green also symbolized fertility in Celtic myth. The Green Man was the God of Fertility. Today, green is the universal symbol of nature and freshness and the contemporary symbol for ecologically beneficial.

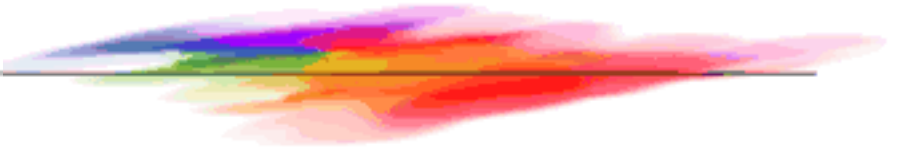
Color by Geography

Color	Western Europe & USA	China	Japan	Middle East
	Danger, Anger, Stop	Joy, Festive Occasions	Anger, Danger	Danger, Evil
	Caution, Cowardice	Honor, Royalty	Grace, Nobility, Childish, Gaiety	Happiness, Prosperity

	Sexual Arousal, Safe, Sour, Go	Youth, Growth	Future, Youth, Energy	Fertility, Strength
	Purity, Virtue	Mourning, Humility	Death, Mourning	Purity, Mourning
	Masculinity, Calm, Authority	Strength, Power	Villainy	
	Death, Evil	Evil	Evil	Mystery, Evil

ACTIVITY 

Applying Your Knowledge



Test Your Cultural Etiquette

Listed below are some questions to test your understanding of color in cultures. Below each question is a bar of colors. Choose a color for each question by placing the mouse over that color box below the question. A "yes" or a "no" will then appear to tell you if you have given the appropriate response. Give yourself one point for each time you get the correct answer **on the first try**.

1. If you were married during the 17th century, you might wear this color to symbolize your desire to have many children.



2. You are going to attend your grandfather's funeral in Hong Kong, China. What color should you wear?



3. This color has come to symbolize purity in the Western Culture.



4. If you attend a Chinese wedding you should expect the bride to be wearing this color.



5. Wearing this color could indicate you are evil.



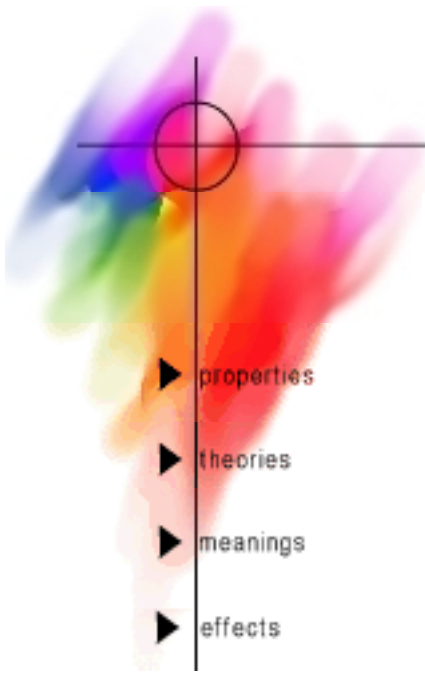
Now add up all of your points. How did you do?

5 **Great job** - You probably won't commit any fashion faux pas while traveling the world.

4 **Pretty good** - You might want to ask what is appropriate before attending any ceremonies for other cultures.

3 You might want to go back and read the material again.
or less

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Munsell's Color Theory

The American painter, **Albert H. Munsell**, (1858-1918) was one of the few artists who worked out an organized system in order to better understand colors.

His explanation of color is known as the **Munsell Color System**, which arranges colors according to their characteristics. He classified colors according to the three basic properties of color as demonstrated in the [properties of pigment-based colors](#) section, using the words **hue** (color), **value** (lightness) and **chroma** (saturation).

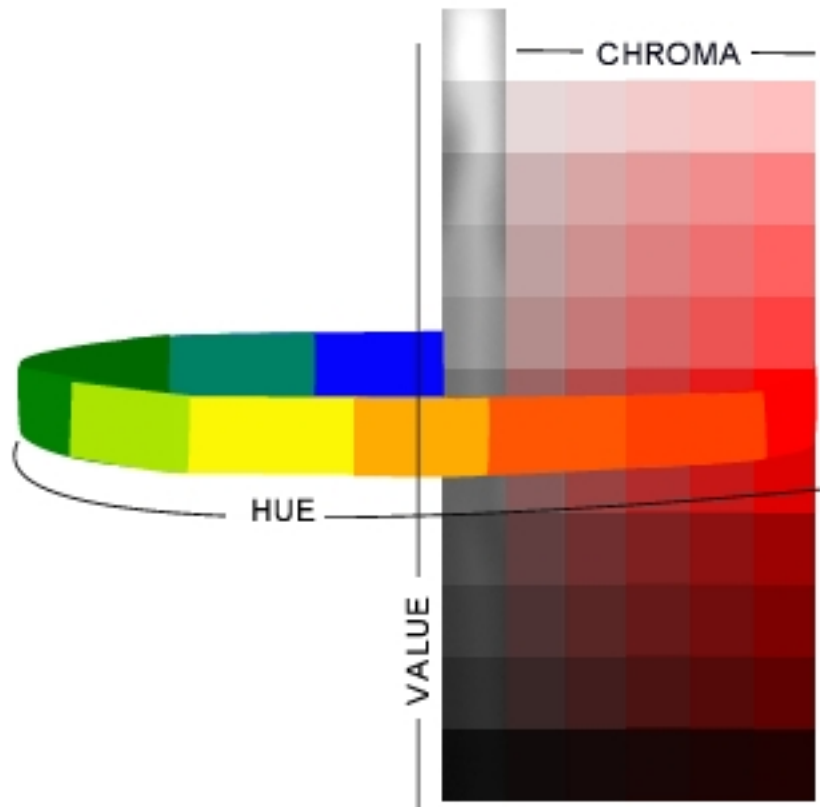
Vocabulary

ALBERT MUNSELL

HUE

CHROMA

VALUE

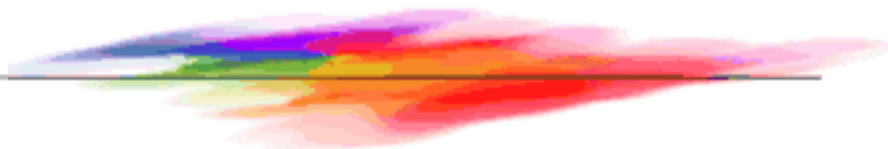


The diagram above shows his method of organization. The circular band shows hues with the same hue and value. Colors that lie in a vertical line have the same chroma (saturation). Colors that lie in a horizontal line have the same value.

The Munsell Color system has been adapted by the U. S. Department of Standards and is known as the Inter-Society Color Council-National Bureau of standards (ISCC NBS) system.

ACTIVITY 

Applying Your Knowledge

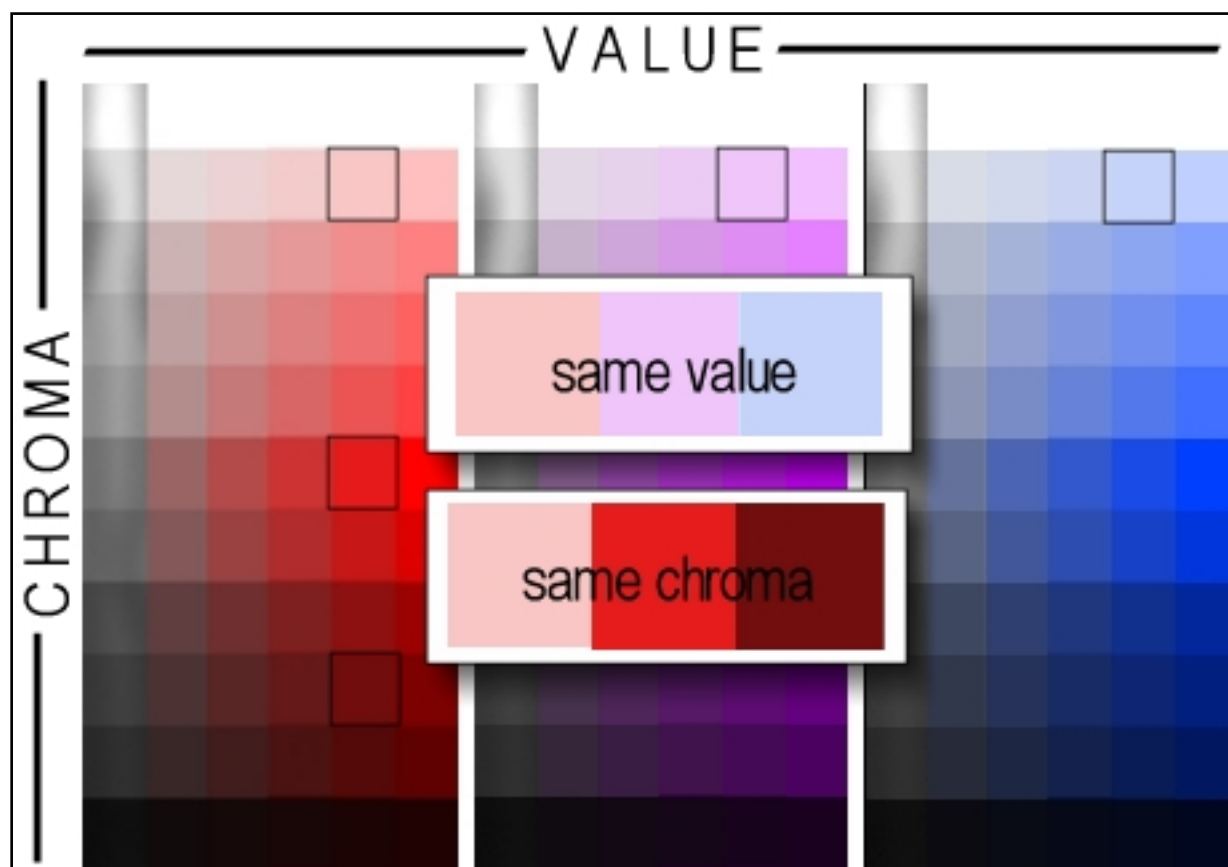


Using Munsell's Color Theory to Create Harmony

Have you ever started a project and not been able to decide what colors to use? On this page you will find a few general rules to follow when choosing a set of colors to use together.

Most people tend to seek harmony when using colors together. Harmony is a sense of "going together."

An easy way of picking harmonious colors is to choose colors that have either the same *chroma* or the same *value*. Since Munsell's color theory organizes colors into hue, value and chroma, it is very easy to see common values and chromas.

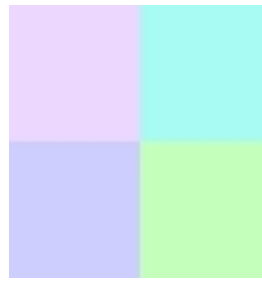
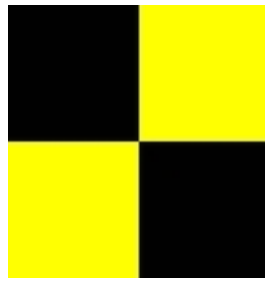


But that still leaves the question of what hues to use together. Here are some good rules to follow:

Don't pick coordinating colors just because you like them.

Consider the association and/or symbolism of the hue. The psychological implications and social symbolism of specific colors are discussed in greater detail in the psycho/social section of this site. Various color schemes and their effects are also discussed in [Color as an Element of Design](#).

The contrast in values of yellow and black say "Pay attention to me!"

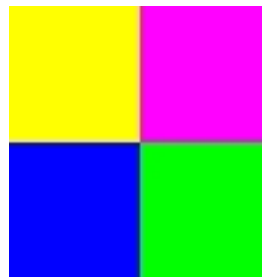
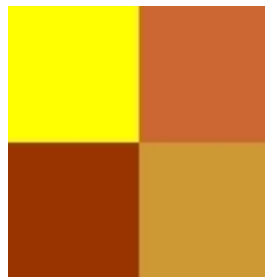


Pale, cool colors feel clean.

Pick the chroma and/or value of the color carefully.

The **chroma** (saturation) will give the color a certain amount of brilliance or dullness.

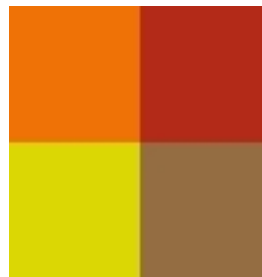
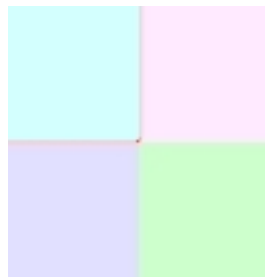
Saturated and warm colors make things more noticeable. Reserve bright colors for special accents



Full strength colors used equally tend to look garish.

The **value** will help to determine how much one color stands out next to surrounding colors.

Lighter and cooler colors tend to be less noticeable.



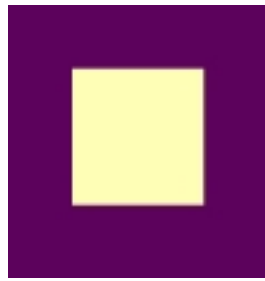
Warmer and darker colors stand out more.

The value and chroma you choose, will affect what you are trying to communicate more than the choice of hue(s).

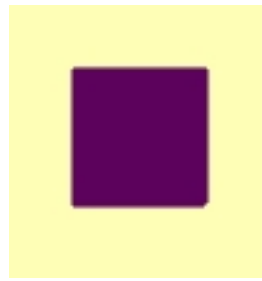
Choose the background color first.

Pick colors that contrast well enough to stand out. Remember that colors change with their backgrounds. Refer to the [Visual Effects of Color](#) for details.

Light colors appear to be larger on a dark background .



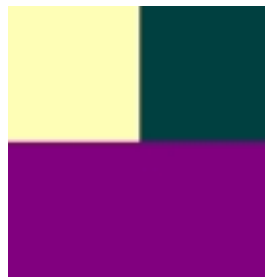
Dark colors appear to be smaller on a light background.



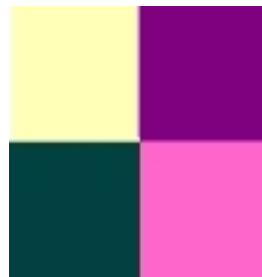
Use one dominant color.

Other colors will serve a supporting or accenting role.

A dominant color is a color that is used most often.



Too many colors confuses the viewer about what to look at first.



**Notice the impact of color on the logo design below.
What does each one "say" to you, simply because of the choice of colors?**



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5 Basic Rules of web page design and layout

- [Your web site should be easy to read](#)
- [Your web site should be easy to navigate](#)
- [Your web site should be easy to find](#)
- [Your web page layout and design should be consistent throughout the site](#)
- [Your web site should be quick to download](#)



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- [Image maps and web site design](#)
- [Using white space in web page layout and design](#)
- [Using animation, Java, JavaScript,](#)

Your web site should be easy to read

The most important rule in web design is that your web site should be easy to read. What does this mean? You should choose your text and background colors very carefully. You don't want to use backgrounds that obscure your text or use colors that are hard to read. Dark-colored text on a light-colored background is easier to read than light-colored text on a dark-colored background.

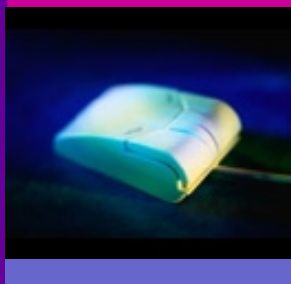
You also don't want to set your text size too small (hard to read) or too large (it will appear to shout at your visitors). All capitalized letters give the appearance of shouting at your visitors.

Keep the alignment of your main text to the left, not centered. Center-aligned text is best used in headlines. You want your visitors to be comfortable with what they are reading, and most text (in the West) is left aligned.

Read details on how to make your web site and web graphic images [easy to read](#).

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Your web site should be easy to navigate



All of your hyperlinks should be clear to your visitors. Graphic images, such as buttons or tabs, should be clearly labeled and easy to read. Your web graphic designer should select the colors, backgrounds, textures, and special effects on your web graphics very carefully. It is more important that your navigational buttons and tabs be easy to read and understand than to have "flashy" effects.

Link colors in your text should be familiar to your visitor (blue text usually indicates an unvisited link and purple or maroon text usually indicates a visited link), if possible. If you elect not to use the default colors, your text links should be emphasized in some other way (boldfaced, a larger font size, set between small vertical lines, or a combination of these). Text links should be unique -- they should not look the same as any other text in your web pages. You do not want people clicking on your headings because they think the headings are links.

Your visitors should be able to find what they are looking for in your site within three clicks. If not, they are very likely to click off your site as quickly as they clicked on.



Your web site should be easy to find

How are your visitors finding you online? The myth, "If I build a web site, they will come," is still a commonly held belief among companies and organizations new to the Internet. People will not come to your web site unless you promote your site both online and offline.

Web sites are promoted online via search engines, directories, award sites, banner advertising, electronic magazines (e-zines) and links from other web sites. If you are not familiar with any of these online terms, then it is best that you have your site promoted by an online marketing professional. (See our section, [What to Look for in an Online Marketing Company](#), for some general guidelines.)

Web sites are promoted offline via the conventional advertising methods: print ads, radio, television, brochures, word-of-mouth, etc. Once you have created a web site, all of your company's printed materials including business cards, letterhead, envelopes, invoices, etc. should have your URL printed on them.

Not only should your web site be easy to find, but your **contact**

[Audio, and plug-ins in web site designs](#)

- [Getting listed in search engines](#)

- [Getting listed in directories](#)

information should be easy to find. People like to know that there is a person at the other end of a web site who can help them in the event that:

1. they need answers to questions which are not readily available on your web site;
2. some element on your site is not working and end users need to be able to tell you about it, and
3. directory editors need you to modify parts of your site to be sure that your site is placed in the most relevant category.

By giving all relevant contact information (physical address, telephone numbers, fax numbers, and email address), you are also creating a sense of security for your end users. They can contact you in the way that makes them feel the most comfortable.

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Your web page layout and design should be consistent throughout the site

Just as in any document formatted on a word processor or as in any brochure, newsletter, or newspaper formatted in a desktop publishing program, all graphic images and elements, typefaces, headings, and footers should remain consistent throughout your web site. Consistency and coherence in any document, whether it be a report or a set of web pages, project a professional image.

For example, if you use a drop shadow as a special effect in your bullet points, you should use drop shadows in all of your bullets. Link-colors should be consistent throughout your web pages. Typefaces and background colors, too, should remain the same throughout your site.

Color-coded web pages, in particular, need this consistency. Typefaces, alignment in the main text and the headings, background effects, and the special effects on graphics should remain the same. Only the colors should change.

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Your web site should be quick to download

Studies have indicated that visitors will quickly lose interest in your web site if the majority of a page does not download within 15 seconds. (Artists' pages should have a warning at the top of their pages.) Even web sites that are marketed to high-end users need to consider download times. Sometimes, getting to web site such as Microsoft or Sun Microsystems is so difficult and time consuming that visitors will often try to access the sites during non-working hours from their homes. If your business does not have good brand name recognition, it is best to keep your download time as short as possible.

A good application of this rule is adding animation to your site. Sure, animation looks "cool" and does initially catch your eye, but animation graphics tend to be large files. Test the download time of your pages first. If the download time of your page is relatively short and the addition of animation does not unreasonably increase the download time of your page, then and ONLY then should animation be a consideration.

Finally, **before** you consider the personal preferences of your web page design, you should consider all of the above rules FIRST and adapt your personal preferences accordingly. The attitude "I don't like how it looks" should always be secondary to your web site's function. Which is more important: creative expression/corporate image or running a successful business?

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White space and web page layout/design

White space, also known as negative space, is the term describing open space between design elements. It can be between letters, words, or paragraphs of text; space in and outside of graphics, and between all of the elements of the page. It is essential for providing spatial relationships between visual items, and actually guides your reader's eye from one point to another.

White space is an important layout technique often overlooked by the inexperienced designer. While some artists concentrate heavily on what to put in, they can overlook what to leave out. A design that is to be visually appealing must also be easy on the eyes. Without an adequate amount of white space, text would be unreadable, graphics would lose their emphasis, and there would be no balance between the elements on a page.

White space takes on an added importance on the web because more of a strain is placed on the eyes than with print material. You'll find that going through the same amount of web pages as print pages can be more visually demanding, one of the reasons being that you usually find yourself staring up at monitor flickering pixels coarser than printed ink. White space provides our brains with much-needed breathing room to absorb the material displayed before us.

Treat white space as more than just a background. Treat it as an integral part to your page design. You'll find it increases your layout's appeal with less visual "noise," while augmenting the visual power of your message.

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- [5 basic rules of web page design and layout](#)
- [Making web sites and web graphic images easy to read](#)
- [Fonts and typefaces in web site design](#)

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Psychology of color: projecting a professional image with color

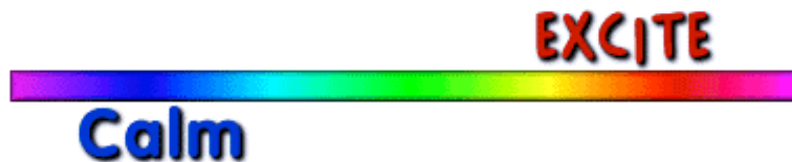
Color selection is a very important element in your web image because colors have an effect on your visitors before they begin to read the content of your web site. Thus, it is very important for you to consider your target audience, the psychology of color, and the corporate image you wish to project **BEFORE** you construct your web site.

When color is used correctly, it can add impact and clarity to your message and highlight important points. When color is used incorrectly, it can compromise your message and confuse your target audience.

Color can work for your web site and printed materials in various ways:

1. Color emphasizes, highlights, and leads the eye to important points or links.
2. Color identifies recurring themes (i.e. titles and subtitles are usually the same colors).
3. Conversely, color can differentiate, such as different colors in pie charts and bar graphs.
4. Color symbolizes and triggers emotions and associations.

The interpretation of a color depends on culture, profession, and personal preference. In general, the colors red, orange, and yellow are "exciting" colors and the colors purple, blue, and green are "calming" colors.



Interpretation of color is not always a matter of personal preference. For example, in Western cultures the color white symbolizes purity; however, in China the color white symbolizes death.



Related graphic design and marketing tips:

- [Colors and banner design](#)
- [Guidelines for selecting a logo design](#)
- [Illustration and web site design - design tips](#)
- [5 basic rules of web page design and layout](#)

The type of profession you are practicing also influences what colors you will select for your corporate image. The following table shows just a few examples of how the same colors are interpreted in different professions:

Color	Finance	Engineering	Medical
Red	Loss	Hot, danger	Danger, emergency OR healthy, oxygenated
Yellow	Important, substantial	Caution, warning	Jaundice
Blue	Reliable, corporate	Water, cold, cool	Death, poison
Green	Profit	Safe, environmental	Infection
Cyan	Cool, subdued	Steam	Poison, lack of oxygen

To summarize, it is very important for you to consider your target audience, the psychology of color, and the corporate image you wish to project **BEFORE** you construct your web site, printed materials, and logo.

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Fonts and typefaces in web site design

While the terms fonts and typefaces are often used interchangeably, the two graphic design terms have different definitions.

- [Difference between a font and typeface](#)
- [Types of typefaces](#)
 - [Serif](#)
 - [Sans serif](#)
 - [Decorative](#)
- [Typefaces in web site design](#)

Difference between a font and typeface

A **font** is a complete set of characters in a particular size and style of type. This includes the letter set, the number set, and all of the special character and diacritical marks you get by pressing the shift, option, or command/control keys.

A **typeface** contains a series of fonts. For instance, Times Bold, Times Italic, and Times Roman are actually 3 fonts (even though people often refer to one entire font family as a "font.")

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Types of typefaces

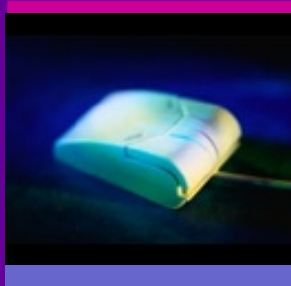
There are 3 basic categories of typefaces:

1. Serif, with little "feet," is a more traditional-looking style. Common serif typefaces include Times Roman, Garamond, and Palatino. The following graphic image shows serif typefaces:



Related web site design tips:

- [HTML code for graphic images](#)
- [Using graphics in web page design](#)
- [Making web sites and web graphic images easy to read](#)
- [Using GIFs and JPEGs in web site design](#)
- [Image maps and web site design](#)



This is 16 pt bold Palatino.

This is 16 pt bold Times.

2. Sans serif, with no "feet," a more contemporary looking style. Common sans serif typefaces include Helvetica, Arial, and Avant Garde.

This is 16 pt Arial Black.

This is 16 pt bold Avant Garde.

3. A decorative typeface is everything that doesn't fit neatly into the other two categories. This would include script typefaces and many others.

This is 16 pt BrushScriptSW-Plain.

There can be many variations of the same type design within a single typeface. Most typefaces have at least 3 variations: normal, italic (slanted), and bold. Some have other variations including condensed, expanded, light, demi, demi bold, black, heavy, or ultra, among many other possibilities.

The height of a typeface is described in points. The size of a typeface is often chosen from a series of set sizes, such as 10 point, 12 point, 14 point, 24 point, 48 point, and so on. Thanks to modern computer technology and a handy utility called Adobe Type Manager (ATM), you can enter any point size for your typeface and have it appear smoothly on your screen and in print.

One thing to take caution about is that type sizes are not standard. Meaning, one size in a particular typeface is not necessarily the same size as the same point size in another face. For example, all of the typefaces shown above are 16 pt, but they are not the same size in dimension (length and width).

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Typefaces in web site design

Applying different fonts and typefaces in web site design is not as simple as it is in print design. For example, let's say you would like your web pages' text to display in the typeface Avant Garde.

In order for your web pages to actually appear in this typeface, your visitors must have the Avant Garde typeface installed in their computers. If your visitors do not have this typeface, your web pages will look completely different than what you intended.

The only way to have a typeface display exactly as you intend it to display on a web page, you must put the typeface in a graphic image.

If you desire to force a typeface in the text of your web pages, we recommend that you use the most common typefaces already installed on computers. The most common serif typefaces are Times and Times New Roman. The most common sans serif typefaces are Arial, Helvetica, and Verdana.

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Guidelines for selecting a logo design

What is a logo?

Simply put, a logo is a name, symbol, or trademark of a company or organization. Logos can be made up of text that is configured in a unique way. Your logo can be an illustration with your company's name on or around the illustration. Or your logo can be a symbol. A logo may also be a combination of these, but its goal is always to project the company's intended image.

- [Why should you use a logo?](#)
- [Types of logos](#)
 - [Text logos](#)
 - [Symbol logos](#)
 - [Text and symbol logos](#)
- [Your logo should be compatible with your image](#)
- [Your logo design should be simple](#)
- [Your logo design should be unique an recognizable](#)

Why should you use a logo?

One reason is that people process an image in their mind more readily than words alone. A logo serves as the visual stimulation to kickstart the audience's memory, leaving a greater and lengthier impact than words alone can do. It is the simplest and most direct way in promoting a business presence; it's a "what we're about" statement without the long-winded speech.

Logos give brand name recognition and add visual appeal to any document or web page. Because your logo is a unique graphic image, your visitors' eyes will naturally be drawn to it both on the web and on your printed materials.

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Types of Logos

Text Logos

Words in their purest form ARE images. Type fonts come in all shapes and sizes, which convey different impressions on the audience. A thick font conveys strength and power. A script font conveys elegance and austerity, and a slanted typeface conveys movement. Your company name thus can be your own logo, provided your type font displays the intended qualities of the



Related graphic design and web site design tips:

- [Projecting a professional image with color](#)
- [Using logos in banner designs](#)
- [Illustration and web site design - design tips](#)

organization.

The following logo is an example of a text logo we did for the Council of American Structural Engineers:



Symbol Logos

A symbol uses an image or images that convey an actual or abstract representation of a business. Because a symbol alone is less direct than text, it leaves itself open to a wider interpretation of what the business is about. Using a symbol in your logo has several possibilities.

It may be a take on a company name. One example would be showing a logo with an ocean wave in a company that calls themselves "Wavelength Optics," which has nothing to do with the ocean but is actually an optical engineering business.



It may create an entirely new symbolic meaning. For instance, people did not originally associate the Nike "swoosh" with the company. But due to its corporate rise and presence everywhere, people have immediately grown to think "Nike" whenever they see a swoosh. The same is true for the McDonald's golden arches, or a national flag.

Text and Symbol Logos

A brief amount of text, or sometimes just an abbreviation, compliments the symbol and provides that extra bit of clarity of what the business is about.

There are many choices to consider when deciding the logo that best fits the image of your company. Never limit yourself to one option. It can be very easy to see an image you personally like and think it would look attractive in one format without giving thought to how it will look everywhere else. In the end, it's not about what you want your logo to look like. How your audience will perceive your logo that is more important.

Fullbrite Learning is an excellent example of good use of text (in a "child-like" typeface) and symbols (teacher/mother reading with children):



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Your logo should be compatible with your image

If you are a financial or legal institution, you will probably want a logo that is more conservative in design and color. Navy blue, maroon, and dark teal are good color selections for projecting a conservative image.

If you are an artist or a state-of-the-art computer company, you may want a logo that is more abstract and contemporary. Shapes and symbols are good choices for an abstract look. Even using black and white as colors on a unique design gives a contemporary look and feel.

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Your logo design should be simple

One reason your logo should be simple is that people process an image in their mind more readily than words alone. The other reason that your logo should be "simple" is that the simpler your logo is, the easier it will be for your graphic designer to resize and recolor it for various design purposes. You should have various logo sizes (small, medium, and large), a web version and a print version of your logo, and a black-and-white and color version. Always plan beyond your initial design purposes for your logo since the ultimate goal of your business is to expand.

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Your logo should be unique and recognizable

There are two reasons you need an unique logo. First, you want people to see a visual representation of your company or business. When people see your logo, you want them to immediately associate that logo design with you and no one else. You don't want your logo to be a piece of clip art because someone might associate that clip art with your competitor. Using an image or a typeface that is all too common defeats the purpose of having a logo, and can even have a negative backlash among your audience who would view your company as unimaginative.

Second, a unique corporate identity is important because you don't want to violate any copyrights or trademarks of other companies. If your logo is too similar to another company's logo, it is in your best interest to modify or redesign the logo. What it would cost you in time and money to have it redone would be very small compared to winding up in court for a copyright violation.

If your logo is simple and unique, and if people visit your web site repeatedly, people will associate your logo with your company. When done properly, a logo is one of the simplest ways to make a brand name recognition impact.

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10 Steps to a Better Logo

Dateline: 11/9/00

Part II: Second Five Steps

6. **Start Designing in Black and White**

It's easy to make a black and white logo color, but the reverse is not necessarily true. In addition, most companies need a black and white version of their logo for fax or copying purposes. Do yourself a favor, begin designing in black and white.

Black and white means exactly that: black, white; no shades of gray, no gradients. Gray and gradients do not fax or copy well. That doesn't mean that you can't use shades or gradients in the final version — a drop shadow, for instance, can often add a little "pop" to a logo. Just stick to black and white for the first design. If it works in black and white, it will work with gradients. But a logo with gradients won't always work in black and white.

7. **Design at Business Card Size**

This is similar to step number six: it's relatively easy to size a logo up, but a large logo sometimes becomes too busy when it's reduced in size. A business card is normally the company's first priority. Design the logo to fit on a business card, and you *and* your customer should be in business.

8. **KISS**

KISS stands for keep it simple, stupid. The best logos tend to

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be simple logos. Think IBM, AT&T, Apple. If you've used two graphics in the logo, can you get the same impact with one graphic? Do you need graphics at all, or will a simple text treatment be eye-catching? Will one typeface be better than two?

9. Use appropriate colors, fonts & shapes

Serif fonts tend to be traditional: you'd use a serif font for a lawyer or a doctor, for instance. Sans serif fonts tend to be modern: computer and tech companies often use sans serif fonts. Handwriting fonts tend to be used for companies that cater to kids, such as daycare or children's software. Script fonts can be viewed as feminine, and sometimes traditional, too. The important point to remember is that the font you choose should convey the image of the company you're designing for. See "[Choosing Fonts](#)" for more information.

Color can play an important role in logo design. Your customer doesn't want to hear that you chose that blue because it looks cool; they want to know what psychological connotations it has. Below are some common color associations:

- o **Blue**: trust, loyalty, water, relaxing, power, dignity
- o **Yellow**: energy, joy, light, hope
- o **Pink**: calming, feminine
- o **Green**: life, growth, money, jealousy, nature, fertility
- o **Purple**: richness, power, love, sophistication
- o **Brown**: credibility, stability
- o **White**: purity, cleanliness, innocence
- o **Red**: heat, passion, danger, power

The shape of the logo can also effect the company's image. Below are some of the associations we make with common shapes:

- o **Circle**: connection, community, movement, safety
- o **Rectangle**: solid, security
- o **Triangle**: exciting, powerful, aggression

10. Consider the customer's budget

When you interview a prospective client, it's important to ask about their budget; not only for the design of the logo, but also for printing. Maybe they're a large company and can afford four color process printing, or have a need for four color advertising. Then it's okay to design a four color logo — after

you've designed the black and white version, of course.

Maybe they're a medium sized business, and can afford two color printing with bleeds and metal plates. Then it's okay to use shades of a color, and touching colors — this sort of logo will require metal plates to be printed, which drives up the cost of printing.

What if it's a small start-up company with a limited budget? You might consider a one color design, with shades of that one color. You'll still need metal plates, but you'll only need one, which will cut costs considerably. Or you might design a two color logo, but one that doesn't use shades of those colors and whose colors don't touch. Then you can get away with laser copy for camera ready or veloxes; metal plates won't be required, and costs will be significantly reduced.

Another option is to design several versions of the logo, and make sure your customer is aware which versions will be more expensive to print. Sometimes when the customer sees a good logo that will be more expensive to print, they're willing to spend the extra money.

Next Feature

A checklist for brochures. Make sure you've gone over the design with a fine tooth comb, and gathered everything you need for the service bureau.

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