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# PREPARING FOR YOUR LOGO JOURNEY

TAKE THE FIRST STEPS TO PLAN  
FOR A SUCCESSFUL LOGO

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PRESENTED BY  
 MayeCreate  
DESIGN

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# MEET THE AUTHORS

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**MONICA PITTS**  
CHIEF CREATIVE OFFICER  
MAYECREATE DESIGN

Monica founded MayeCreate design in 2005. She considers herself a creative web dork with the ability to speak geek and English. Raised in a house of educators, Monica's parents taught her to teach her way through everything she loves. This book and the [MayeCreate workshops](#) are her way of educating MayeCreate clients and the public about all the awesomeness of web design, online advertising and marketing.



**SADIE THIBODEAUX**  
DESIGNER, PHOTOGRAPHER, COPYWRITER  
MAYECREATE DESIGN

Sadie has a BFA in Photography, but that doesn't limit her! While photography is her passion, she is a visual person who appreciates all forms of creative outlet. Sadie was born in Louisiana and raised in her parents' photography studio. Sadie joined the MayeCreate team as a designer, photographer and copywriter. This book, and others, allows Sadie to share her love of learning with other people.

## FOLLOW MAYECREATE & MONICA



# INTRO to the logo workbook

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Creating a logo is an important aspect of marketing your company and developing your brand. It may seem daunting; there are many factors to consider when designing a logo perfect for your business.

- **Words:** What are the most important ones to include in your logo?
- **Fonts:** What is your style preference?
- **Icons:** Do you want to use an icon?
- **Content Arrangement:** What logo shape appeals to you?
- **Color:** What color combinations do you like?

This workbook will act as a checklist, eliminating some of the guesswork, ensuring you've considered and thought about the necessary information a successful logo needs.

The suggested activities will give you a better understanding of how you would like your logo to look, preparing you to meet with a designer and complete your logo journey.

# PART one

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1. WORDS
2. AREAS OF EMPHASIS
3. FONTS
4. LETTER CASE PREFERENCE
5. ICONS

# 1 Logo Words

In the box below, write your full business name.

## Tidbits to consider:

- What do you call your company when you answer the phone?
- Will you include the LLC, INC, .com?
- Do you currently or do you plan to refer to your company as an acronym?
- Will you incorporate your tag line?

# 2 Choose Areas of Emphasis

From your full business name, evaluate which words are more important and which are less important. Write them in their corresponding boxes below.

*(most important words)*

*(less important words)*

## Tidbits to consider:

- What is the most important part of your name to a prospective client?  
(Hint: The part telling them what you do.)
- What areas are you OK with being less noticeable in the text arrangement?
- When viewing your business name on a sign which part should be most noticeable?

## 3 Fonts

Visit [Fontsquirrel.com](https://www.fontsquirrel.com), [google.com/fonts](https://www.google.com/fonts) or [dafont.com](https://www.dafont.com) for excellent website fonts, or [download our Font Workbook](#) for font style descriptions and various examples.

In the boxes below, write down up to six fonts that grab your attention in a positive way, fonts you like.

1	<input type="text"/>	4	<input type="text"/>
2	<input type="text"/>	5	<input type="text"/>
3	<input type="text"/>	6	<input type="text"/>

If you see a common style trait between your selections, check the box with the corresponding style (serif, semi-serif, sans-serif, script, handwritten).

Serif       Semi-Serif       Sans-Serif       Script       Handwritten

### Tidbits to consider:

- How do you want the logo to feel? Example: friendly, conservative, traditional, fun
- Where will you use your logo? Example: signs, print design, shirts, website
- If you choose a fancy font for a main font, compliment it with a simple font.

## 4 Letter Case Preference

From the boxes below, choose which letter case you like, you can use more than one. Keep in mind, although it may be easiest to design with all UPPER CASE letters, this option may not be the easiest to read at a glance. A combination of upper and lower case letters allows viewers to recognize the shape of a word and quickly read the business name.

- Sentence case** uses a capital letter for just the first word
- UPPER CASE USES ALL CAPS**
- lower case** is all lower case letters
- Title Case** Capitalizes the First Letter of Each Word Except Small Words

## 5 Icons

Take a look at the various icon styles below. If a particular style jumps out at you, check it's corresponding box. You can also visit [logopond.com](http://logopond.com) or [logotournament.com/portfolio](http://logotournament.com/portfolio) for logo icon inspiration.

### Abstract:



Blocky



Linear



Dots



Reversed



Dimensional



Flat



### Realistic:



Badge



Linear



Dots



Reversed



Dimensional



Flat



### Combined:



Dimensional



Flat



### Letters:



Badge



Dimensional



Flat



### Tidbits to consider:

- Do you really need an icon? It's perfectly okay to have a logo comprised of just text.
- If you refer to your business using an acronym, the first letter of it could act as an icon or be a great place to start developing your own icon.
- Just because an icon looks cool doesn't mean it's right for your business.



# PART two

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- 6. ARRANGEMENT
- 7. SKETCHING
- 8. COLORS

## 6 Arrangement

### Text logo arrangement:

Take a look at logos comprised of just text. Select the text arrangement that appeals to you.

**BERKSHIRE**  
C L O T H I E R S

All caps stacked



**VERMOLEN'S**  
- LUNCHROOM -

All caps stacked  
with divider



LET'S  
**COOK TOGETHER**  
- KOOKWORKHOPS -

All caps stacked  
with two dividers



Goodness  
IN A BOTTLE

Script paired with  
sans-serif caps



**CARROT WAGON**  
• PRODUCTION •

Arched caps stacked



**MERCAORIGEN**  
PRODUCTOS CON DENOMINACIÓN DE ORIGEN

Colors replace spaces



### Text and icon logo arrangement:

Take a look at logos combining an icon with text. Select which logo shape appeals to you.

Combined:



Rectangle:



Square:



## 7 Idea Sketch

At this point you've gathered quite a few ideas about how you would like your logo to look and feel. Take some time and sketch out different ways your logo could look. Don't be afraid, there is no right or wrong.



### Tidbits to consider:

- When sketching try not to become overly attached to one idea or design element. The best ideas often surface after a number of variations.
- Stay open minded while sketching. Try combining elements of one option with that of another to find the arrangement that works best.

## 8 Colors

A good place to start looking for a color palette is [design-seeds.com](http://design-seeds.com). Consider incorporating the color palette of your office environment into your logo. Pull colors from the art on the walls, flooring, or upholstery. Color ideas can be found everywhere.

Make note, in the boxes below, of colors you've found online, or in the real world, that speak to you and evoke an emotion relatable to your business.

1	<input type="text"/>	3	<input type="text"/>	5	<input type="text"/>
2	<input type="text"/>	4	<input type="text"/>	6	<input type="text"/>

### Tidbits to consider:

- Consider emotional responses created by certain colors. For example, red often evokes a sense of urgency, or *intense* emotion. Green, on the other hand, has a calming, nurturing effect.
- What industry is your business in? Find colors for your business logo that relate to the actual services and products you provide or materials you work with. Earthy tones, like browns and greens, may be excellent colors for an agricultural business logo. However, a construction company, whose work revolves around steel and metal, may consider darker colors, such as blues and greys for their logo.
- For more information on logos and colors, check out this [infographic](#) from [Hubspot](#).

# KEEP MOVING

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**CONTINUE BUILDING YOUR BRAND BY MAKING YOUR MARK ON THE WORLD WIDE WEB.**



This 29 page e-book, paired with a workbook, will support you throughout your website planning process leaving you armed with the knowledge you need to plan the website of your dreams.

Six phases will guide you through defining your target market, setting goals for what you want your website to do for you, and planning important content.

[Download FREE E-BOOK](#)

## CONSIDERING MAYECREATE?



Contact us for a free initial consultation to talk about branding whether you're considering updating your current look or are interested creating one from scratch.

573-447-1836

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[www.mayecreate.com](http://www.mayecreate.com)