



8 THINGS THAT MAKE A GOOD LOGO

HCG
CORPORATE
DESIGNS

1 RECOGNITION VALUE

Logos are unique symbols that allow people to recognise companies and their values. It is about familiarity and trust. A good logo is subconsciously linked to a certain company in an instant.

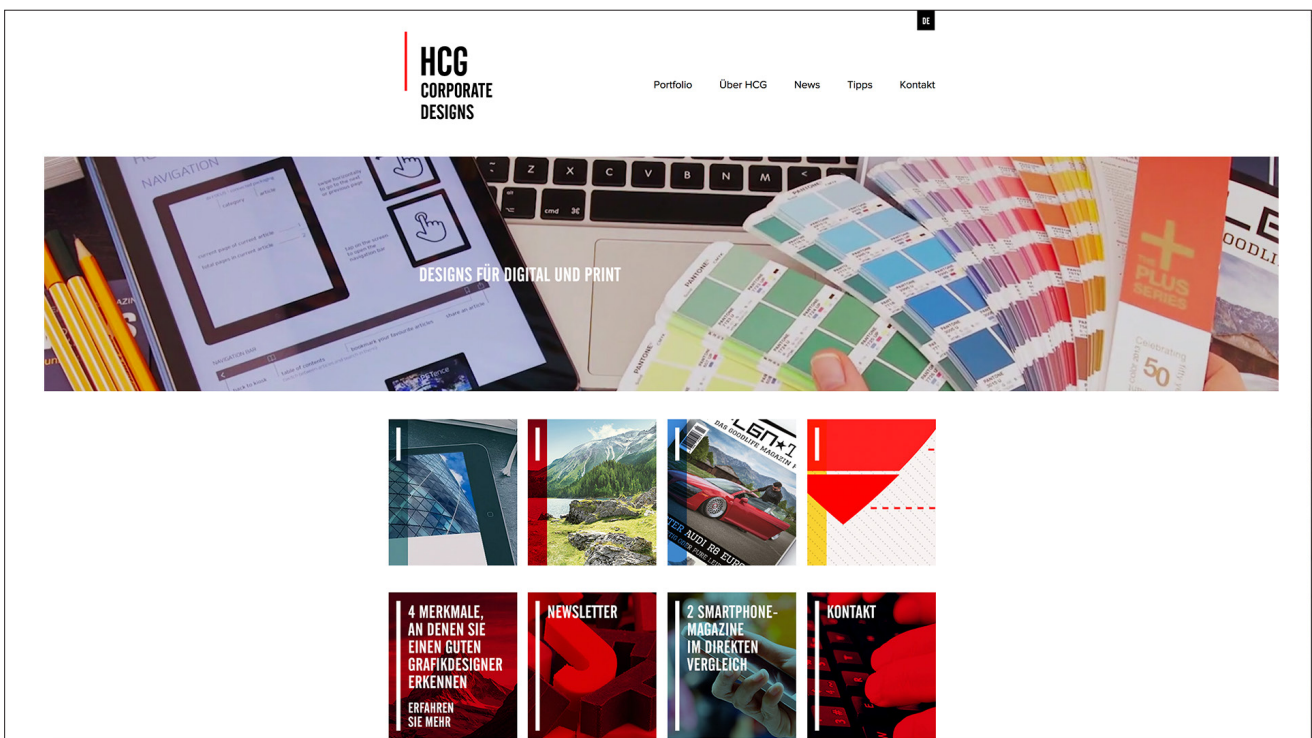
2 SPEAKING TO THE TARGET GROUP

A good logo speaks to the feelings of a pre-defined target group. The soft drink brand Fanta for example is young, vibrant, fun, a bit hippie-style, just like the people they advertise to. And the logo looks just like that. On the other hand, a high-priced premium orange juice targets a completely different audience, and therefore has to transport a completely different look and feel.

3 SHIFT TO CORPORATE DESIGN

A good logo can be shifted onto the next level – the corporate design. You often speak of secondary style elements here. Here you see an example:

This shows a screenshot of my website, on the top left you see the HCG corporate designs logo. The



vertical line of the logo can also be found, in white, in the card designs further down. The vertical line to the left of the text is the secondary style element in this case and originates from the logo.

4 TIMELESSNESS

A good logo should not simply follow the latest trend, but still look good in five to ten years. Of course there can be adaptations of the corporate design here and there, like what happened a lot in the past three to five years. Many logos changed because of the flat design trend that Windows 8 introduced. Logos of Thyssen Krupp, Google, Facebook, Ebay etc. were amended. But the overall look and feel of the logo should be timeless from the start.

5 KEEP IT SIMPLE

A good logo is a symbol that stands for a company and its values. It doesn't have to be the full company name or complex clutter, we don't want to see that. The best logos are those who are simple and clean, without clutter. Because: It's mostly the simple logos that stay in people's minds. So keep it simple, less is definitely more here.

6 SCALABILITY

A good logo must work in different sizes. I always define a minimum size too. When a logo is i.e. only 1cm big, it still has to be readable. This means that you should not cram too much text in the logo because nobody can read that when it's used in a small size. On the other hand, the logo of course also has to work well in a big size, like on a poster.

A tip from my side: Always create logos in a vector program, I use Adobe Illustrator. Don't create logos in pixel-based programs! This guarantees an unlimited scalability of the logo without any quality loss.

7 BLACK AND WHITE

A good logo definitely must also work in black and white, not using any colour. This is very important. When I design a logo, I create it in black and white first and when it's almost finished, I add colours.

8 CAPABILITIES

A good logo works online and offline. Especially nowadays it is very important that logos look great on small smart phone displays as well as big computer screens, but of course also offline on various materials.

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ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT

