



**the 4 logo**  
**guidelines**

at TwoTone Creative

## 1 Creates clarity

When you confuse, you lose. Your logo should not require an explanation to be understood. It should convey the personality of your business, and, if possible, what services or products your company provides. If your company does a lot of different things, avoid trying to fit all of them into a cohesive mark - less is more in this case.

## 2 Is memorable

This can be more difficult nowadays where people are constantly being bombarded with visual images. A memorable logo is often one which is simple while at the same time being artistic. The balance between these two can be difficult to pull off without appearing overly simple and thoughtless, or becoming too artsy and difficult to grasp by your audience.

## 3 Differentiates you from the competition

If you can avoid it, do not use the same colors and style as your competition. The last thing you want is to be lost in the shuffle with people who are targeting the same market. If given the choice between two companies with the same look, consumers are going to choose based on price. A well-branded company and logo will stand out from the crowd and be the first choice before looking at other options.

## 4 Works in black and white

While this guideline is not mandatory for all logos, having a mark that can work without color is an asset to you and your marketing strategy. When you can print without extra colors, not only is it cost saving, but it can also open up options such as embroidery, 3D printing, and engraving. Black and white also provides the highest possible contrast - which means your logo will really pop if you follow this principle.

Ready to create a  
memorable logo with us?

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