



e-Commerce

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CREATORS
- - B O O T C A M P - -

DEVELOPING YOUR
LOGO

Logos are used to identify.

A **logo** is a flag.

A **logo** derives *meaning* from the quality of the thing it symbolizes, not the other way around.

5 Principles Of Effective Logo Design



**5 Principles
of Effective
Logo Design**

Simple

Memorable

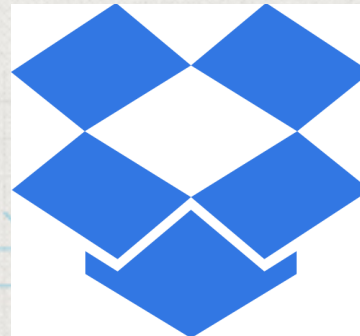
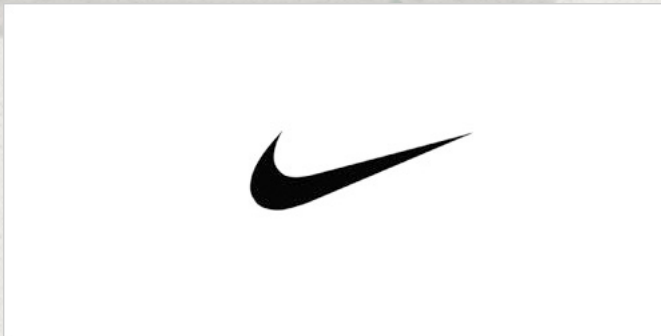
Timeless

Versatile

Appropriate

5 Principles Of Effective Logo Design

1. Principle



5 Principles Of Effective Logo Design

2. MEMORABLE



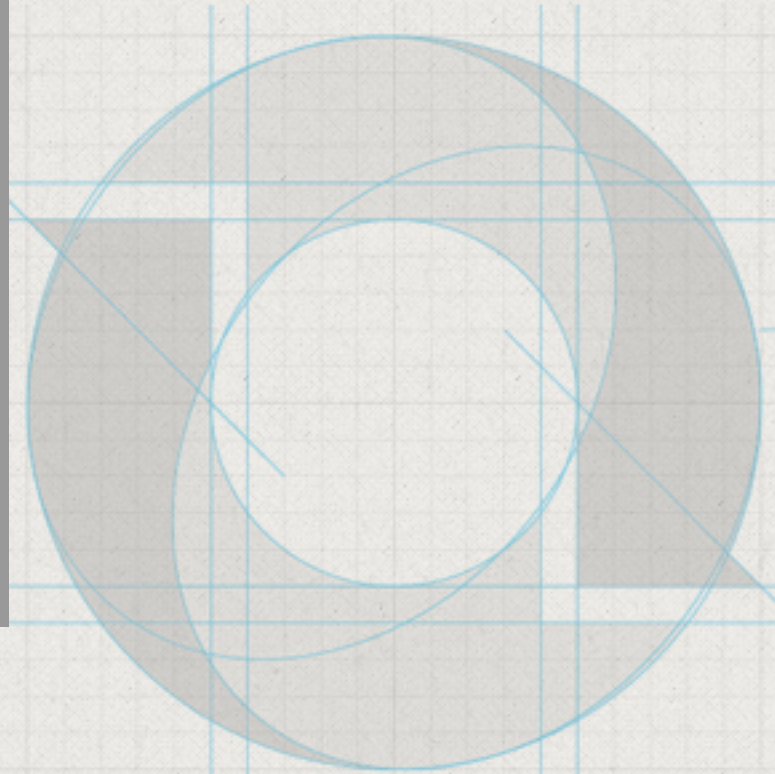
5 Principles Of Effective Logo Design

3. TIMELESS



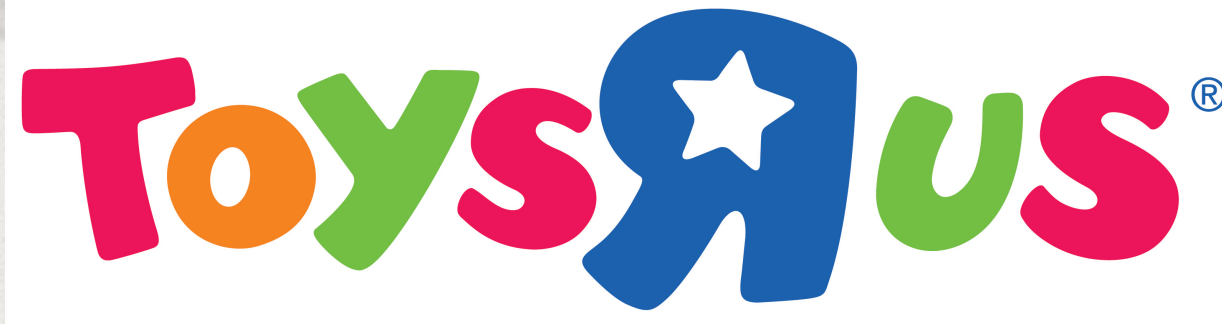
5 Principles Of Effective Logo Design

4. VERSATILE



5 Principles Of Effective Logo Design

5. APPROPRIATE



THE **LOGO** PROCESS
JUST CREATIVE DESIGN



The Designers Holy Triangle



Logo Design Trend: **Back to Basics**

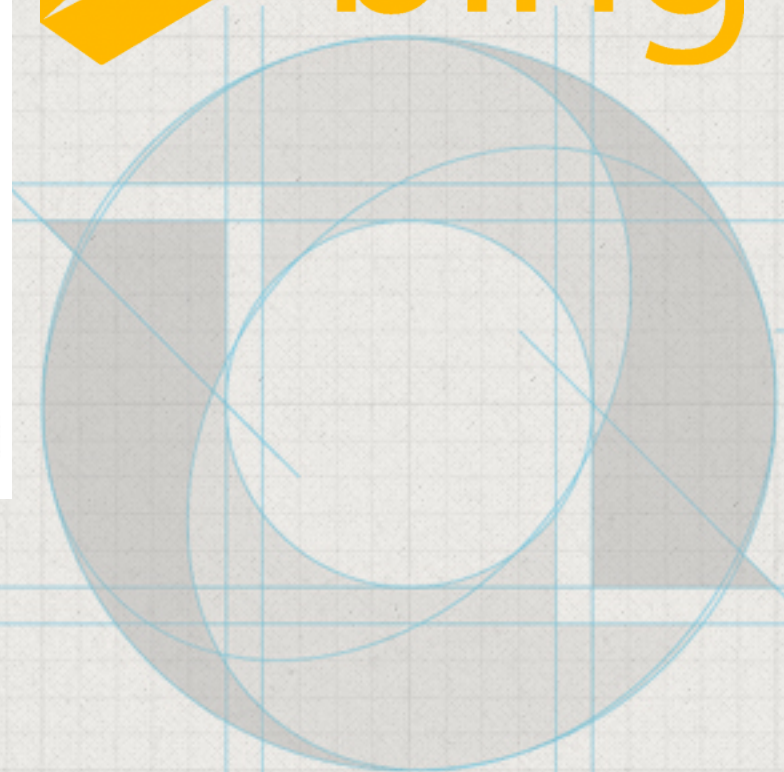
Google

old

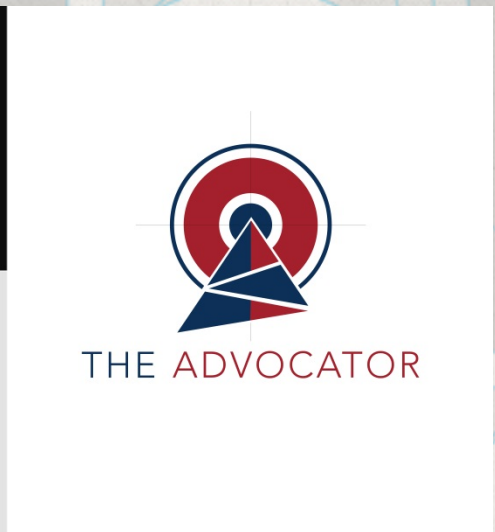
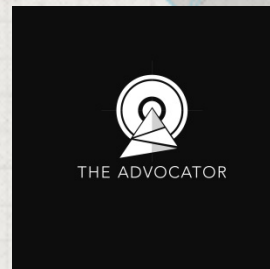
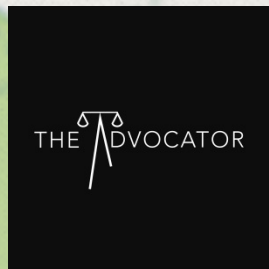
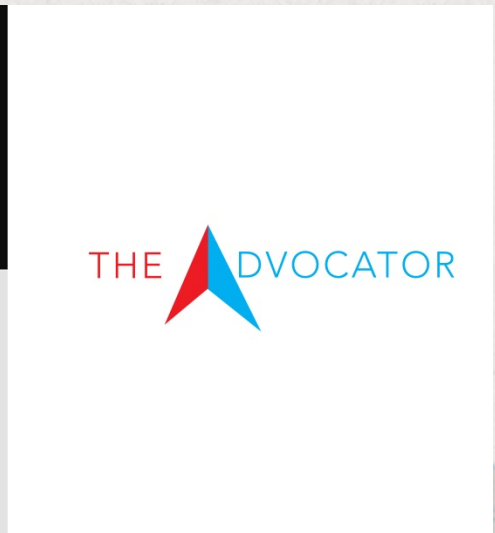
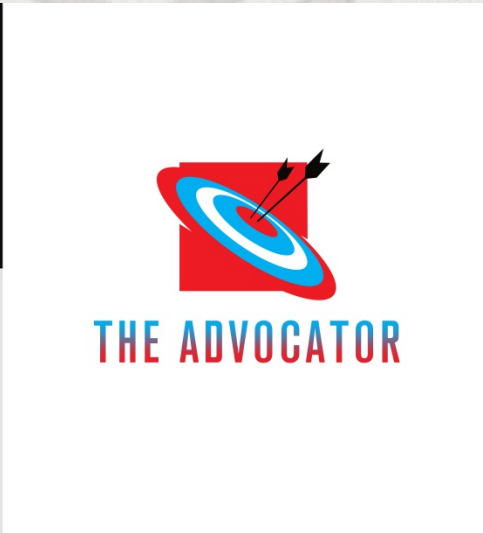
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new

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