

Production Company Logo Design

An effective logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message. In its simplest form, a logo is there to identify but to do this effectively it must follow the basic principles of logo design:

- **A logo must be simple.**
A simple logo design allows for easy recognition and allows the logo to be versatile and memorable. Effective logos feature something unexpected or unique without being overdrawn.
- **A logo must be memorable.**
Following closely behind the principle of simplicity is that of memorability. An effective logo design should be memorable and this is achieved by having a simple yet appropriate logo.
- **A logo must be enduring.**
An effective logo should endure the test of time. The logo should be 'future proof', meaning that it should still be effective in 10, 20, 50+ years time.
- **A logo must be versatile.**
An effective logo should be able to work across a variety of mediums and applications.
- **A logo must be appropriate.**
How you position the logo should be appropriate for its intended purpose.

