

Logo is a graphic element that represents the brand.

Logo design is a process of designing a unique graphic symbol that is generally a combination of typography, graphics, symbols, and colors.

Priceless possibilities

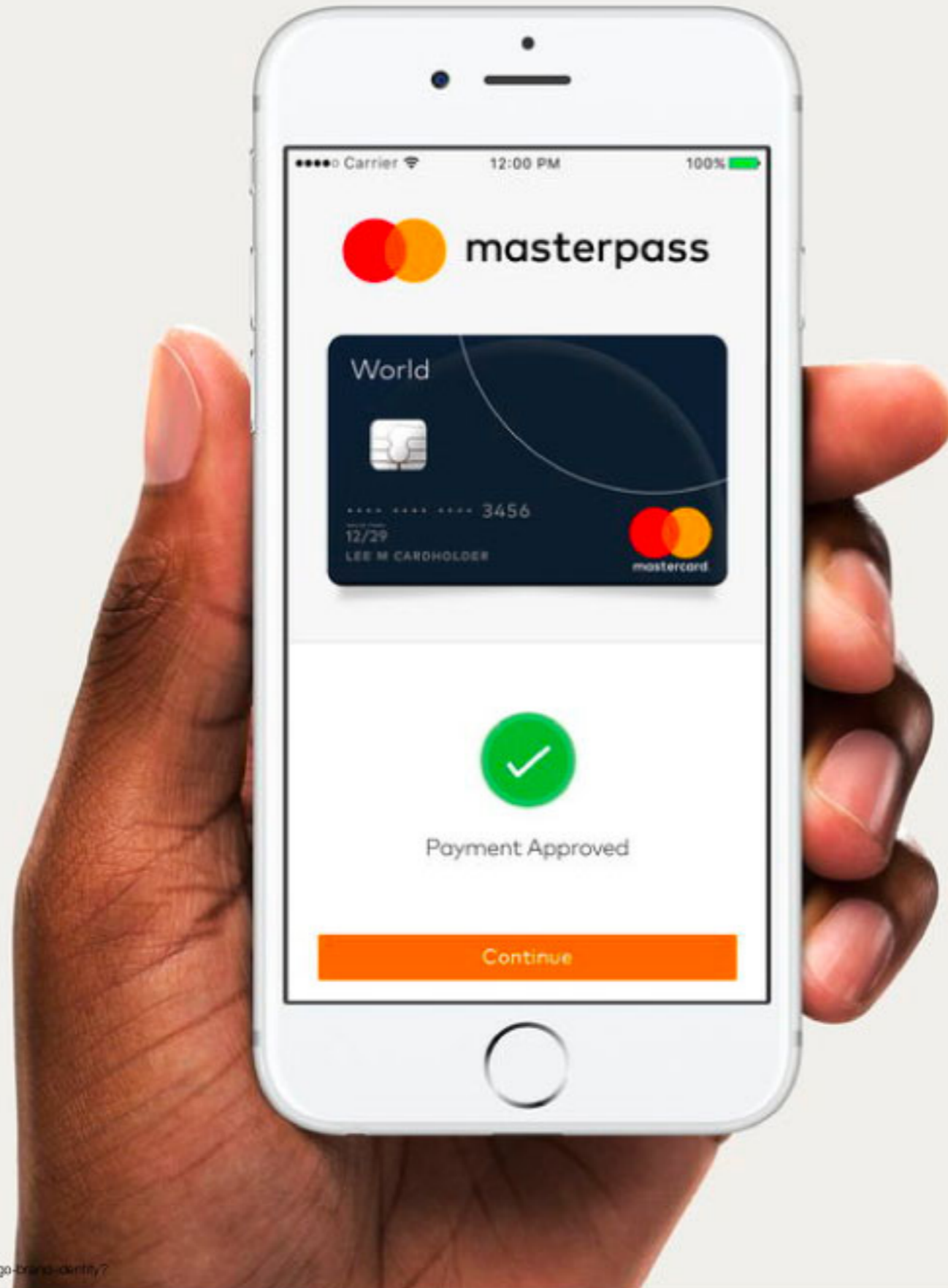


Lafayette St

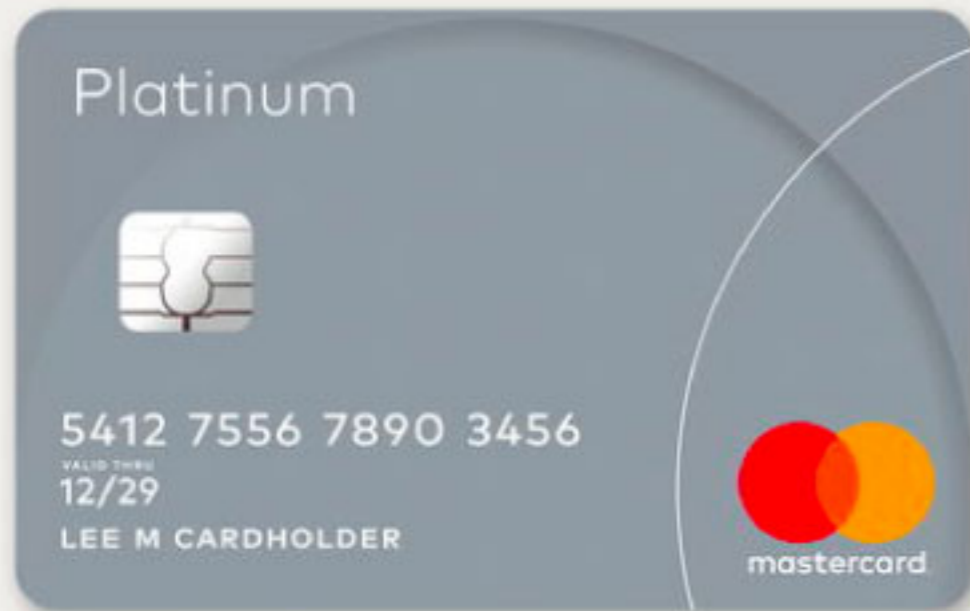
A brand is the idea and image that people have in mind when thinking about an organization.



A brand is usually include name, ta-gline, logo or symbol, design and packaging, brand voice, choice of colors, etc.



Branding gives your organization an identity, makes your business memorable, supports your marketing and advertising.



Branding is the process of researching, developing, and applying a distinctive feature or set of features to your organization, so that consumers can begin to associate your brand with your products and services.



<https://trabuc.co/Mastercard-Brand-Identity>

2.1c Mark / Color

The circle design of the Mastercard logo is made up of three colors: a red circle, yellow circle and orange for the overlap. The full color Brand Mark is reserved for print and where possible, should be used for both print and digital work.

The trademark symbol (TM) next to the yellow circle should be reproduced wherever the logo is used and trademarked in the US. The trademark symbol (TM) should be used for the positive Mark or white for the reverse Mark. The registered trademark symbol (®) on the right of the word "Mastercard" should be black for the positive Mark or white for the reverse Mark.

1 Red
2 Orange
3 Yellow
See section 2 for more colors.

2.2f Mark Usage / Clear Space

The Mastercard Brand Mark is a valuable asset that should only appear in an unobstructed space free of text, graphics, logos, shapes, and other background patterns. Always surround the Brand Mark with sufficient free space, which at a minimum must equal 1 x the width of the.

3.1b Color / Color Principles

Flexibility
By setting neutral backgrounds and colors and limiting the use of color, you'll reduce the complexity that makes Mastercard communications feel open and warm. Work with shades or tints of a single hue rather than multiple colors.

Balance
The Orange and Gold are primary and secondary colors of the Mastercard brand palette are major aspects of the Brand Mark colors. These, like the rest of the palette, are balanced to feel welcoming and warm, calm at the same time, worldly and dynamic.

Contrast
Use color to communicate, not decorate. Spare use of one of the brand colors can draw the eye to something important, or help reinforce the hierarchy of information.

3.3f Color / Background

Light Gray

C 4	M 227
M 7	Y 229
Y 10	R 189
R 22	

Dark Gray

C 6	M 30
M 6	Y 20
Y 10	R 19
R 10	

See #91451 Process: Process Mark C (TM)

4.1b Typography / Core Principles

Flexibility
Limit the number of weights and sizes to reduce visual noise and help the reader understand the hierarchy of information at a glance.

Balance
Typography should be direct and legible, with all the same lines it should feel light on the page. Always leave the balance between blocks of type and the surrounding open space to engage the reader with a sense of ease.

Coherence
By carefully controlling size, weight, and color among related blocks of type, you'll increase clarity for readers. Use contrast to express hierarchy, and to make a page accessible, allowing readers to absorb relevant bits of information quickly.

FF Mark
aaaaa aaaaa
mmm rrrr
tttt ssssss
eeeeeeeeee dddd
ccccccc

4.2d Typography / Mark use

On the site of the typographic, its weight should increase. This helps create an open, light feeling to the application.

4.3c Typography / Contrast Through Weight

This example shows a traditional style for combining weights and sizes. Notice the weight relationship between the title and text, together with the use of small caps. An important element is the consistency of the typography in the spaces of the page.

Advantages of a risk-based authentication process

The document explores the benefits of Biometric Authentication (BA) as a component of our digital authentication solution. It compares BA in comparison with the EU, EU-based and high-value and the EU, EU-based security protocol.

5.2c Layouts / Grids / Spacing / Vertical Orientation

Creating a vertical page is often horizontally oriented. When using a horizontal layout, notice how the text and typography, the open space is arranged to provide emphasis on the headline.

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6.2a Brand Circles / Core Principles

The Brand Circle design system is based on the Mastercard Brand Mark, and the precise positioning of the two overlapping circles in the proportions of the Golden Ratio. The overall proportion ratio of 1:1.618 is used in a variety of ways in the design system detailed on the following pages.

6.3a Brand Circles / Configuration

Here are three Brand Circle configurations shown in their schematic form.

6.3k Brand Circles / Configuration II

Step 1
Create a rectangle with the same width as your target area, and a height of the dimension of the golden ratio divided by the factor of 1.618.

Step 2
Place the circle from the previous step in the center of the open rectangle, making the two circles overlap and the third circle touch the other two.

Step 3
Remove the circle that forms the square leaving two open sides.

Step 4
Create a circle with the same width as your target area, and a height of the dimension of the golden ratio divided by the factor of 1.618.

Step 5
Place the circle from the previous step in the center of the open rectangle, making the two circles overlap and the third circle touch the other two.

Step 6
Repeat the previous step until the square is filled.

Step 7
Using the circle from the previous step, create a circle with the same width as your target area, and a height of the dimension of the golden ratio divided by the factor of 1.618.

Step 8
Place the circle from the previous step in the center of the open rectangle, making the two circles overlap and the third circle touch the other two.

Step 9
Repeat the previous step until the square is filled.

7.4a Creating Icons

New icons can be created using the guidelines on the following pages.

How to design a logo?



what's the story?

Companies are created to make money!

In order to make money - you need to be able to sell yourself just as well as your product or service.



When we look at Coca-Cola, we don't see a brown, carbonated beverage - we see polar bears and thick, white script letters.

Ask yourself:

what the story behind your company is?

Step outside of WHAT your company does and convey WHY you do it.

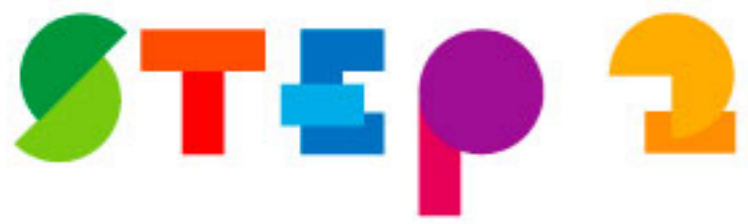
That "why" is the root of your story, and it should come through in the color, shape, and typeface of your logo.

If your logo were the title of a movie, what would it look like?

amazon



When we look at Amazon, we don't see a truck or a box. We see the message that they sell everything from A to Z and a smile that customers would experience by shopping there..



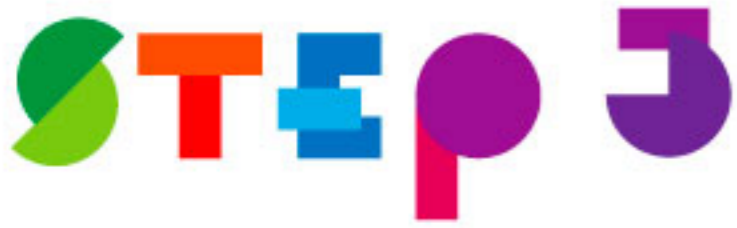
research

It's important to know your target audience and how to design for them. So in this step we spend time researching that audience and their preference in design. There is no benefit in creating a logo that appeals only to 20 somethings if our target audience is senior citizens.

Research the competitor's logos. You will need to create something that will allow your brand to stand out.

Competitor logos:





brainstorm words

A screenshot of the Thesaurus.com website. The search bar contains the word 'clothing' and the dropdown menu is set to 'SYNONYMS'. Below the search bar, the page displays 'OTHER WORDS FOR clothing' with a 'MOST RELEVANT' indicator. The words are arranged in a grid of five columns and ten rows. A red circle with three dots is visible in the bottom left corner of the screenshot.

OTHER WORDS FOR <u>clothing</u>					MOST RELEVANT
accouterment	duds	habit	sack	vines	
apparel	ensemble	hand-me-downs	sportswear	wardrobe	
array	equipment	livery	tatters	wear	
caparison	feathers	mufti	things	full feather	
civvies	finery	outfit	threads	get-up	
clothes	frippery	overclothes	tog	glad rags	
costume	frock	panoply	trappings	tailleur	
covering	garb	rags	trousseau	toggery	
drag	garments	raiment	underclothes	tout ensemble	
drapery	gear	regalia	vestment		
dress	habiliment	rigging	vesture		

Brainstorm what you associate with the company (name, product, services, etc).

Use Thesaurus to enter words, that best describe your product. Select 5-10 words that describe not only what you do, but the “why”.

These words will help you to refine the **concept**.



sketch the words

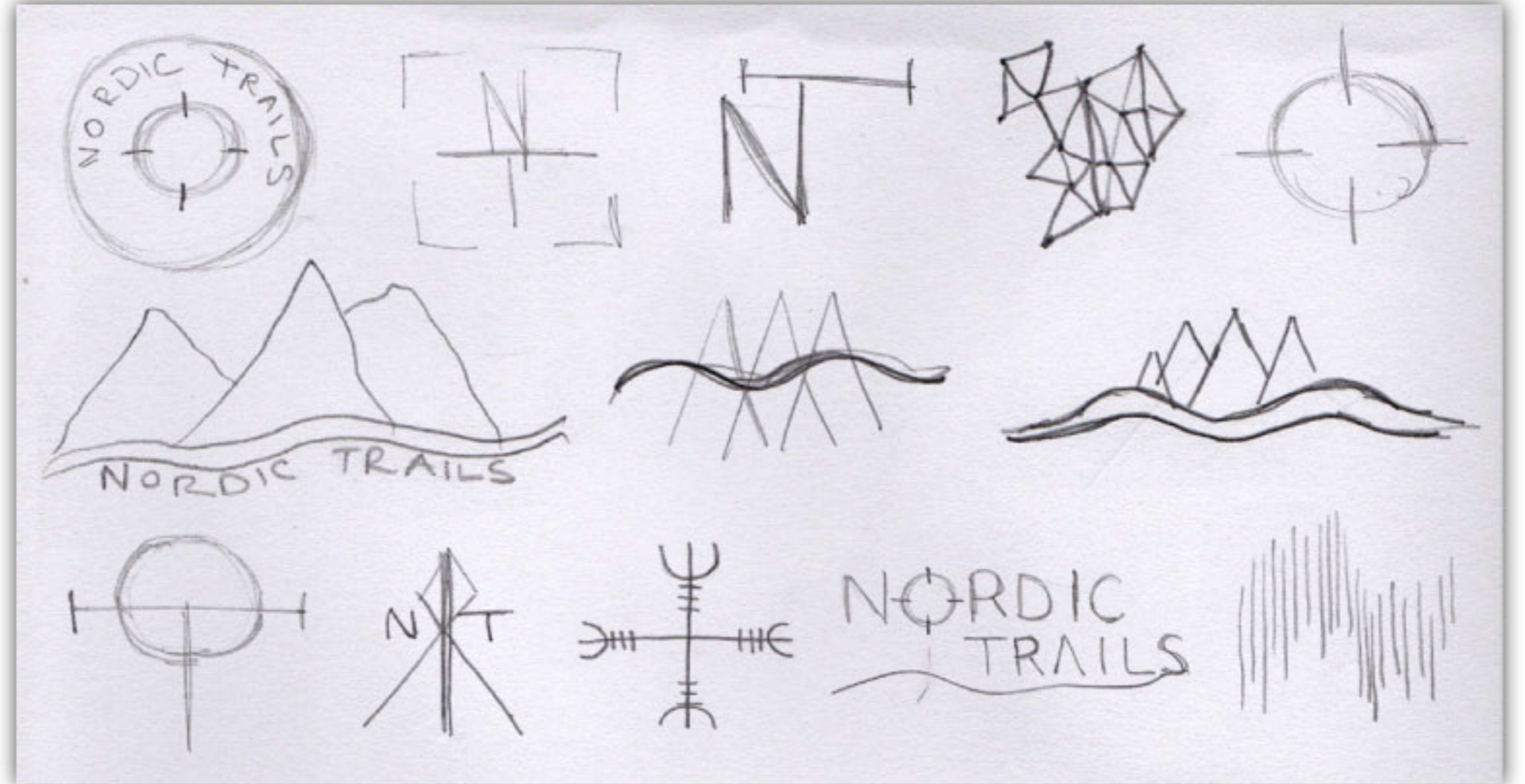
Keeping in mind the “why”s and the keywords, grab a paper and pencil. Sketch every idea that comes into your head.

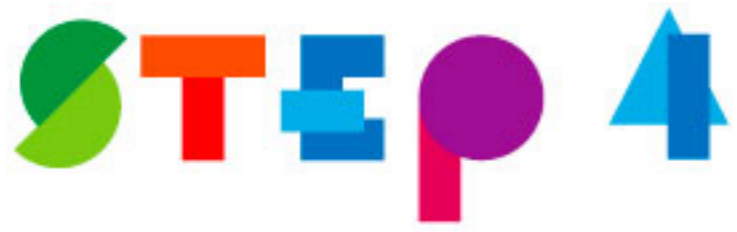
Be prepared that the first 10 sketches you won't like. These will be either a cliché or something you've seen before.

Keep refining.

You can start with a realistic image and simplify it until you are satisfied with the shape.

Focus on a shape, the name of your brand, or both.





sketch the words

Use previous sketches to influence the new ones, adjust and combine them.

Many of the times a “bad” idea may be the stepping stone to something great.

Sketch quickly and loosely.
Instead of ending up with 10 refined sketches -
shoot for 100 loose concepts.

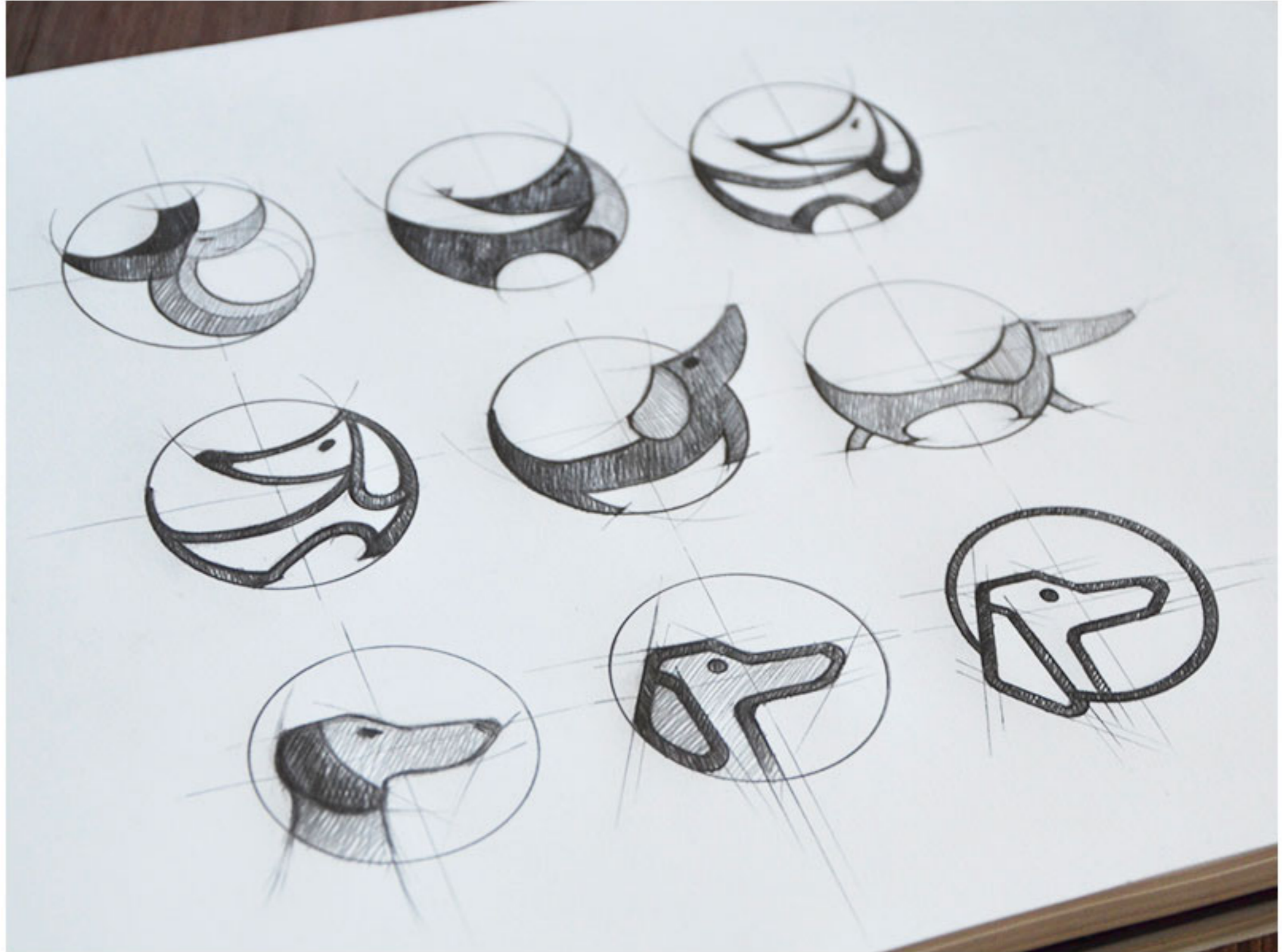


1. Keep the shape simple.
2. Avoid popular clip-art or generic symbols.
3. Stand out from competitors.

Pick your top 3 concepts.
Refine them.

Share them with your colleagues,
friends and family, especially if
they fit the target audience criteria.

Use their feedback to further de-
velop the concept.





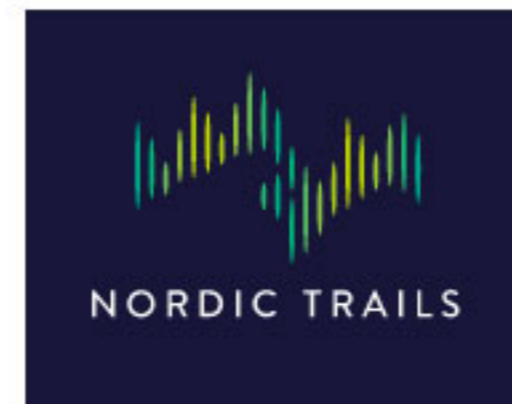
digital refinement

Now, it's time to get technical and turn your paper drawings into a usable digital format.

The process of doing this evolves the designs even further. It's rare that the final digital logo looks exactly like the sketch.

Work with your 3 best concept designs.

Keep the design versatile. It should work well online, on billboard, business card, next to other logos of businesses, on surfaces and on items like textiles as well.



You can use either one color, two or three, but they need to create an impact.

Use Color Theory and color psychology for your color scheme.

Limit the colors to 3 in a design.
There should be a particular reason to use more colors.



Having a one color, black and white version of the logo is important for different marketing applications and ability to reverse on dark colors.

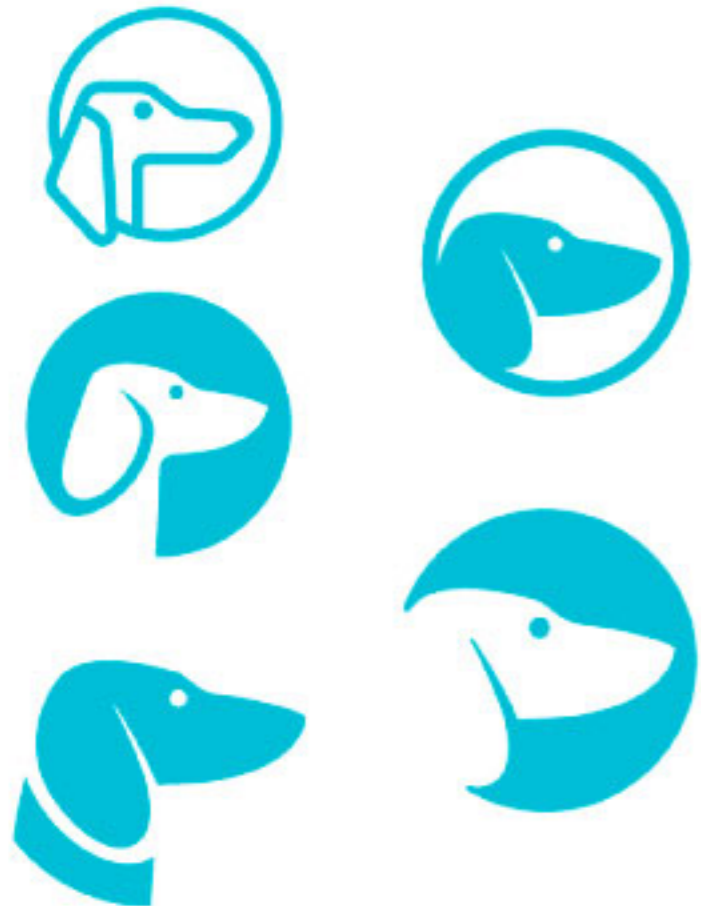
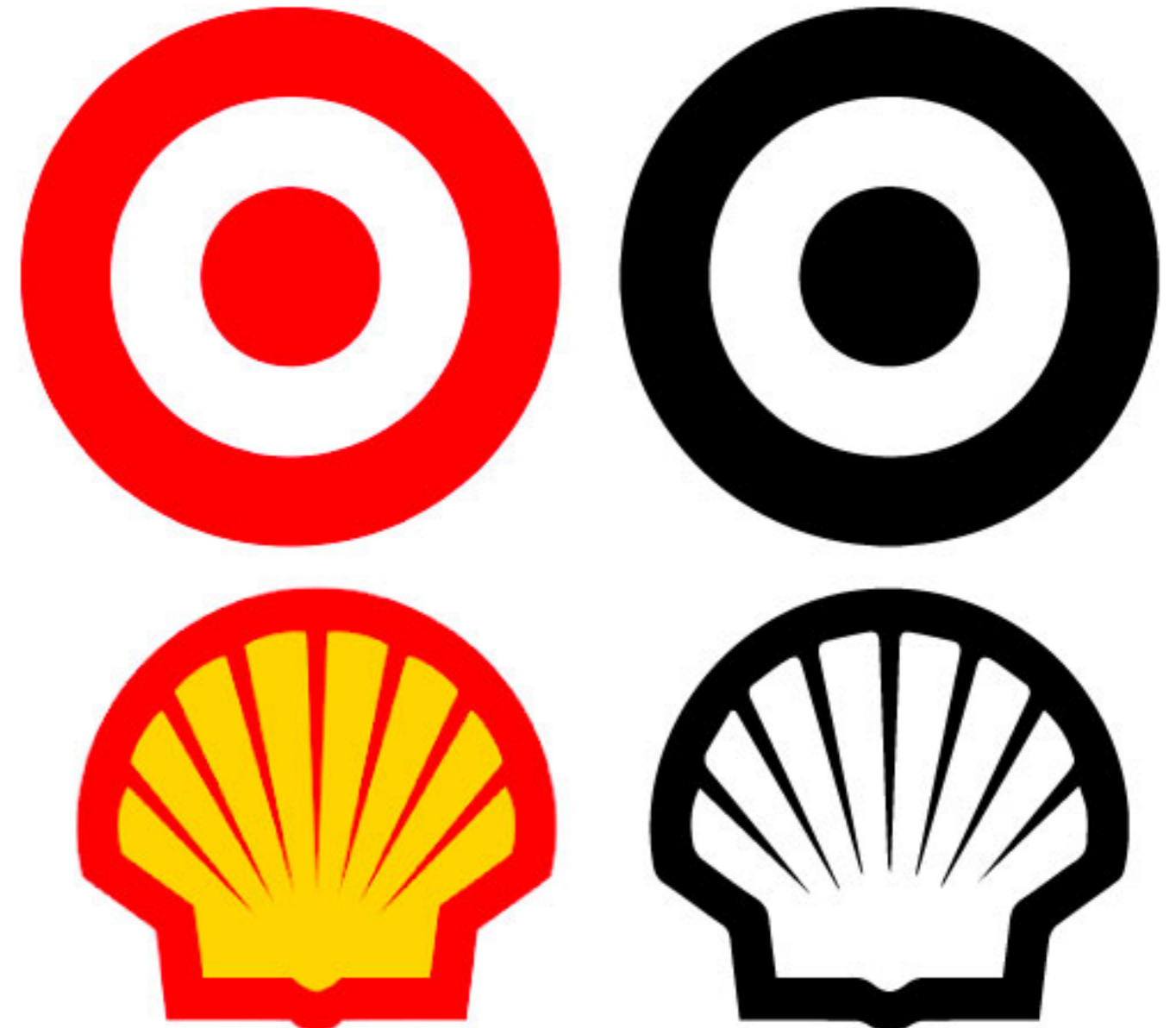


image: <https://blog.tubikstudio.com/case-study-tubik-logo/>



Pick Versatile Color Options:

Your logo's color scheme might look great against the color of the canvas on which you designed it, but eventually, your logo will be placed on backgrounds whose colors you didn't start with.



image: <https://thekillercreativa.com/logo-design-process/>



image: <https://blog.hubspot.com/marketing/how-to-design-logo>



fonts

Your font can say a lot about your business. Choose appropriate font that works with your logo symbol.

Stay away from generic fonts that come standard on every word processor. Some examples of generic fonts are Times New Roman, Lucida Handwriting, and Comic Sans. These fonts will only work against you and your company by making you less memorable.

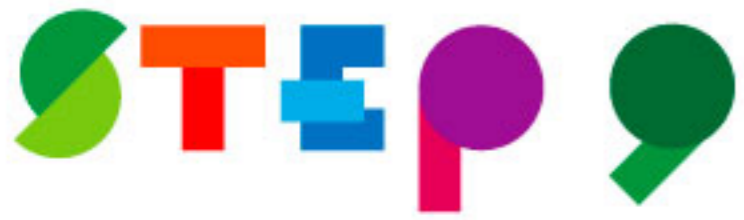
Do not use more than 2 fonts.
Check out best fonts combinations.

Imagine your company name without the symbol.



This is serif font
traditional

This is sans serif font
modern



logo execution

The selected logo may require some final tweaks based on the client's feedback. It is important to keep the original strategy in mind during this step.

Once the logo has been approved, create a package that includes the logo in various file types.

Include documentation around the logo colors and typeface for future reference.



NORDIC TRAILS
personalized guided tours

	Nordic Green Hex: #035b40 RGB: 3-91-64 CMYK: 90-39-81-34
	Ocean Teal Hex: #38a99b RGB: 56-169-155 CMYK: 73-11-46-0
	Icy Grey Hex: #a9cfd0 RGB: 169-207-208 CMYK: 33-6-17-0
	Earth Blue Hex: #032a30 RGB: 3-42-48 CMYK: 91-65-60-64



Source Sans Pro Black
Source Sans Pro Bold