



Branding and Identity

by Swerve Design Group

Swerve's Three Rules for Effective Logo Design

Every designer has come across the same problem.

A client gives us their logo to use on a project, but the logo just doesn't work in that application. You can't fit the logo in the space given or the magazine can't print that colour. After many years in the design industry we've developed these three simple rules for designing logos.

The Size Doesn't Matter Rule

The logo must work equally well at the smallest size as it does bigger than life on the side of a building. A quick benchmark is if you can fit your logo on the side of a pen and still read it, then you've got this rule covered.

The Black and White Rule

Most logos are used everyday in applications that reduce your options to either black or white: fax machines, photocopiers, black and white advertising. If your logo depends on colour to work, then your logo doesn't work.

The Is It Appropriate Rule

A logo needs to be appropriate to the company. If it is a law firm, it should look like a law firm. If it is a chicken farm, then it should look like a chicken farm. We're not saying that the logo has to be an illustration of the business, just that it should represent the mood or feeling of the industry and company.

Following these simple rules will ensure that your logo will behave itself when it goes out to play with all the other logos in the world.

Following are just a few samples of the Logos Swerve has done over the years.

Labatt
People
in Action



Labatt
Tous à
l'oeuvre

the pub



Chedington
TECHNOLOGY INC.

Share
Aware
INFORMATION SERIES

THREE
KAT
FILMS

The learning Xchange

Taylor
MADE SOAPS

Neighbours
Night Out

Daoust Vukovich LLP
BARRISTERS & SOLICITORS

YBO
Young Business Owners

On
OnFinancial

THE Leslie
Group LTD.

e-DealFX
MELLON FINANCIAL

Quinlan Quinlan

HOT
STAR

Kaizen
Consulting Group

1919th 1999
ANNIVERSARY

CLARK • FARB • FIKSEL
BARRISTERS & SOLICITORS

Tim Hortons
GUYLOGICAL
THIS IS GUYS TALKIN' TO GUYS

RUTH MERSKEY
Freelance Researcher and Writer

Weave
PARTNERS

THE FLAMBOROUGH
HERITAGE SOCIETY
ESTABLISHED 1973

Blue Rush

SEIZE THE OPPORTUNITY
LiveTradingFloor

trueNorth
News.com

Bloor Street
Entertains
IN SUPPORT OF CANFAR

Valadeo
Valadeo Technologies Corp.

Swerve Design has designed hundreds of logos, letterheads, business cards, envelopes, signs, product identities, and mastheads. Contact us today to see what we can do for your firm's image.

Identity Design

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