

## **Do's & Don'ts of Logo Design:**

### Don't

- 1.) Don't use fonts that are hard to read.
- 2.) Don't use colors that clash. Consult the color wheel if necessary.
- 3.) Don't use photos as logos.
- 4.) Don't use a logo that can only be in color.
- 5.) Don't blatantly copy from someone else.

### Do

- 1.) Do choose one legible font and stick with it.
- 2.) Do pay attention to color choices.
- 3.) Do use a symbol.
- 4.) Do use a logo that looks good in both color and black and white.
- 5.) Do look at other logos for inspiration.