



# The 6 mistakes designers make when designing a custom logo

Logos are considered as the face of a company which gives you an identity and sets you apart from others. Though it is a small graphical symbol but has the power to represent its company in an effective way. No matter how incredible your services are, how unique your products are if your logo is poorly designed then you will have a tough time catching the attention of your audience.



That is why sometimes companies invest a lot of money and time to make something that makes them different and has appealing characteristics which attract their target audience. That's the reason even the best designers find it challenging when it comes to designing a compelling logo.

However, below are some mistakes that should be avoided in order to have an attractive logo design.

## Complex Design

As usually it is quoted "Through simplicity comes great beauty". While designing it they go with so many design and ideas to have a perfect one which fits with their vision and mission, so for that sometimes business in an aim to make them different and attractive goes for the complex one which may lead them in a situation where customers can not be able to connect and couldn't understand the meaning behind it.

Moreover, they don't look good when are reduced to small sizes due to which sometimes it becomes unrecognizable and its main feature is not visible too. If we see the established brands like Apple, Nike and MacDonald they have simple yet memorable designs.

## **Focusing on Current Trends**

Time to time we see the different design trends which dominate in the designing industry, and people love to do the things which are in trend, but in logo designing completely relying on current trend can be harmful because a trend is changing rapidly and then it starts looking outdated. However, you can take inspiration from the trends but along with that, you have to make sure it has a lasting impact, unique and attractive.

## **Wrong Colour Selection**

The colours have an effect on customers in how they feel when they see it and play an important role that how effective your logo is, for that it is really important to understand the colour psychology. Often the most common mistake which designers make is, they just randomly go for vibrant colours which can easily get customers attention.

However, the choice of colour must compliment your brand, as well as the personality and the core message of it. The second thing is before adding colours on it you must check it in black and white form because a good logo should be good looking at both forms in colours or without it.

## **Copying Others**

This is the most common mistake which usually [order logo online](#) designers are doing, but a professional one knows the importance of unique and original design which is based on the company's own needs and its nature of business.

However, when you copy others it creates a negative impact on customers and effect on the memorability of a brand in long run, as well as may cause you some serious copyright infringement for which you have to pay a heavy amount.

## **Inappropriate use of Typeface**

Did you know your font can speak about your brand personality? it can make or break a design and a business because if you don't use it proper logo wouldn't look appealing at all, like if you choose hyper-script to make it visible it may look sophisticated to your audience, so choosing it according to your target market is important.

Usually, a designer adds to many typefaces to make it look good but in the end, it might look amateur so it should be used according to the characteristics of a brand.

## Using Clipart Symbols

Sometimes designers use clipart type of symbols for [customize logo](#). However, logos are more than a symbol rather just adding clipart's, it should deliver the vision and mission of a brand and helps you to look different as well as professional. So using it according to your need is important.

## Conclusion

As long as you keep these mistake in mind and make a [custom logos](#) which perfectly fits with your business will give you lasting impact and helps you to make a unique image in the mind of the customers.