

How to create a killer logo

A logo is often the first step towards developing your company's visual identity so you need to get it right... This is how you can do that...



There are dos and don'ts when it comes to designing your company logo and as you would expect, there are many factors that you need to consider, for example...

Colour, the psychology of colour... what red means... what green means... every shade has its own shade of meaning.

Then there are the 10 questions you should ask when designing the logo...

These are just some of factors you need to consider. For an in-depth rundown on how to design a killer logo, Barry Robinson, the owner of X Print, has provided this infographic, which offers an insight into what colours companies use most for logos and their meanings. It also looks at the logo evolution of famous brands.

In addition, this graphic provides top tips from the experts on logo design.

For more information, go to [X Print](#).

[View the full infographic 'How to design a killer logo'.](#)