Are you making these five logo design blunders?

A logo can be a very useful element for projecting the personality and message of a brand or business. Some o the most recognisable business logos in our world today include McDonalds, Addidas, Mercedes-Benz, Ford, Apple, Nike and Coca Cola.

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However, logo design is not easy and many companies have gotten it wrong. Having an inappropriate design can be very detrimental to the success of your business or brand.

Here are some of the mistakes you need to avoid when designing your logo:

1. Using stock art

Nowadays, there are many stock photography sites that allow you to download high quality images for free or at a small fe However, one of the biggest mistakes you can make is to use such an image on your logo since someone elsewhere migh decide to use the same image. You should therefore ensure that all the elements in your business logo are very original ai unique. If you decide to go for a stock image, be sure to get a licensing agreement that grants you exclusive use.

2. Using an amateur designer

Some business owners seek to cut costs by designing their logos themselves, or hiring a designer that knows little about design. As a result, they end up with logos which look very amateurish. If your logo appears unprofessional, people might take your brand or business seriously. The good news is that there are many graphic design marketplaces online where y hire the services of professionals at affordable rates. This will ensure that you get an attractive, memorable and unique log which will last for many years.

3. Depending too much on colour

Though colour is an important element in a logo, you should not rely solely on it. Once in a while, your logo might be displayed in one color by online or print publications. You should therefore ensure that your logo remains identifiable even when displayed in one color, especially black and white. Therefore, be sure to test it to see how it appears in monochrome and in full color. If necessary, adjust some design elements to make it stand out regardless of how it is displayed. A good example is the Apple logo which remains distinct whether displayed in color or black and white.

4. Being too literal

While your logo should communicate something about your business or brand, it doesn't have to be too literal. For example, an airline doesn't necessarily need to have the image of an airplane in its logo. Similarly, a logo showing hammers and nails would appear very uncreative for a hardware store. Therefore, you need to think of an [abstract design](#) that will convey the essence of your business or brand.

5. Using raster images

Some people make the mistake of using raster graphics (bitmaps) when designing their logos. The problem with bitmaps is that they look pixilated when enlarged, thus making the logo lose its quality. It would be advisable to use vector graphics instead which maintain visual consistency in all sizes. In addition, vector graphics make it easier for you to edit the logo.

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