



RESPONSIVE LOGOS

QUICK GUIDE

How to design a logo for the best results across all media and applications

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WHY DO WE NEED RESPONSIVE LOGOS?

It used to be that you only needed a logo for your letterhead and business card, with maybe a sign for your building. Nowadays however, there are many different online formats that need to be taken into account as well, from long, thin website banners, to tiny, square, social media icons.

The problem is that when you start reducing a logo to fit smaller areas, it gets to a point where the text first becomes difficult to read, and then completely illegible - as you can see from the example on the right.

Brand manuals used to have rules dictating the minimum size that a logo could be shown, but with the move from print to online, and then online to mobile devices, these rules have become outdated, as some logos simply don't work at the sizes we now require.

For example, take a mobile phone screen. If you were saving the Heineken homepage as a link on your phone's home screen, the icon for it is around the size of the fourth logo shown, which would look horrible!

The solution therefore is not to simply reduce the size of the logo, but to reduce its complexity as well.



REDUCE COMPLEXITY AS WELL AS SIZE

Looking at your logo you will be able to identify the elements that are most important - the ones which make it recognisable to your market - and those which are supplementary.

For example, with the Heineken logo, the name and the red star are the key elements and the ones that need to be maintained across as many versions as possible. The other elements are additional information or decoration.

As you can see, the first step removes some extraneous detail whilst retaining the feel of the brand. The next two steps strip the logo back to its bare essentials and format it for different spaces. The final step is to reduce the branding to its simplest possible form - in this case a red star. Normally this element wouldn't be seen in isolation so it doesn't have to be instantly recognisable on its own. The star is for use on their social media accounts so it will always be accompanied by the brand name as text.



THINK ABOUT SHAPE AS WELL AS SIZE

You'll need to think carefully about the different ways your logo will be used to decide the best course of action.

If your logo is vertical, portrait-style, you might need a thinner, landscape version to fit it into a thin website banner. If your logo is long, landscape-style, then you might need to consider how it is going to fit into a square social media format, etc. There may also be applications further down the road that you haven't thought of yet that will need to be addressed. It will be a much cheaper and simpler operation to develop a responsive logo now than rebrand everything down the line!

We recommend that you develop at least four versions - you can see some more examples of brands that have achieved this overleaf.





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