What Makes A Good LAW FIRM LOGO?

Your logo is your identity.
It should be:

1 Distinct & Memorable

- If you don't stand out from the crowd then it's easier to ignore you.
- Stake your ground. Define your firm. Communicate your difference visually.

2 Versatile

- If your logo can't be used in various media, it won't be of much value to you.
- Ensure it looks good in black and white, on screens and in printed materials.

3 Timeless

- If your logo is based on this season's trend in color or design, it may not stand the test of time.
- Classic colors and elegant design are always in style.

Let's take a look at the elements.

You'll be faced with a lot of choices when you create your logo. How you choose will help define who you are visually. These are the basic elements that go into every logo.

FONTS

Serif

- A traditional or old-world font style recognizable by the little "feet" on most of the characters.
- This font says established, traditional and reserved.

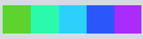
Sans Serif

- A contemporary, more modern font style that is clean with no embellishments.
- This font says contemporary, forward thinking and outgoing.

TIP You can mix serif and sans serif fonts to communicate that you're a contemporary firm rooted in traditional values. Avoid trendy or quirky fonts.

COLOR

Cool



- Very traditional colors communicate stability and feel safe and secure.
- Blues and greens are examples of cool colors.

Warm

- These are more adventurous colors that are bold and energetic.
- Reds, yellows and oranges are all warm colors.

TIP Combining cool and warm colors can project a bold but stable image. Trendy colors come and go. Classic shades are always in style.

IMAGES

Literal

- Literal images are traditional and very easy to understand.
- A monogram of your firm name is a good example of a literal image.

Abstract

- Abstract images or symbols can become distinct and recognizable over time.
- The Nike swoosh logo is an example of an abstract image.

TIP Law firms should avoid using hackneyed images such as gavels, columns and the scales of justice. While these images say "law firm," they say little else about you or what you stand for.

The Logo is Just the Beginning

Once your logo is completed, make sure your design is reflected in

- Office documents
- Website
- Signage
- Social Media
- Email signature
- Etc.

The key is to be consistent.
Treat your logo as if it is sacred.

This means you don't adjust the colors, the fonts, the aspect ratio or deviate in any way from the design you have selected. Use it exactly as you have designed it in everything you do.

Your logo represents your practice. Make sure you get it right.

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