

HOW TO CHOOSE  
Your Logo Style



bay mare  
design

# 3 Tips for Choosing the Right Logo Design

## **Determine Where You'll Use It**

Where do you plan on using your logo the most? Does it need to be compact? Make sure you take its primary use into consideration

## **Keep it Original**

Your logo is an important tool for branding your equine business. It should be unique to your business. Avoid copying a logo design from another competitor or similar business.

## **Longevity**

Just like your business name, it will be with you for as long as you're in business (unless you rebrand). Make sure your logo has a design that will stand the test of time. Don't go too trendy, and keep it professional.

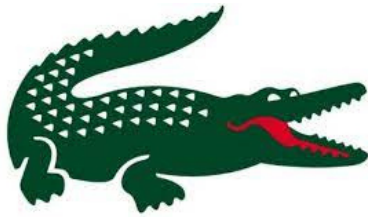
I hope that helps!

*Alyssia*

# LOGO GUIDE

## Image based

EASILY RECOGNISABLE



LACOSTE



APPLE



STARBUCKS

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## Monograms

SIMPLE + RECOGNISABLE



H & M



MCDONALDS



UBER

## Emblems

VINTAGE FEELS



THE SALVOS



HARLEY-DAVIDSON



FORD

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## Wordmarks

SIMPLE + RECOGNISABLE



DISNEY



CANON



VANS



## Abstract

SYMBOLLIC



MERCEDES



SPOTIFY



NBC

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## Characters

BRAND MASCOT



MICHELLIN



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