1. Determine your brand's emotional objective.

Begin by determining the major emotion that you would want people to relate to your brand: trust, innovation, energy, luxury, or friendliness. All subsequent design choices must be made based on this emotional target.

2. Select colors and fonts that support that emotion.

Apply color psychology and typography psychology to enhance your emotional objective. As an example, blue induces trust (perfect to use in finance or tech), red communicates energy (food or entertainment are perfect usages), serif implies tradition, and sans-serif shows modern simplicity.

3. Designed to be remembered at a glance.

Your logo must be minimal, unique, and memorable at first sight. Do not use clutter or too complicated visuals. Try to make it just one good eye-catching hook, such as a distinctive symbol, letterform, or color combination that remains in the mind of the viewer.

4. Put your logo to the test by brand touchpoints.

Test your logo on practical applications: smartphone displays, product packaging, websites and social media pages, T-shirts and other apparel, and so on. Be sure to check how it appears at various sizes, backgrounds, and displays (colour and black/white).

5. Measure and track future performance.

Following rollout, you can review values of engagement metrics, such as click-through rates, dwell time, and brand recall via survey or A/B tests. In case your logo provides more interaction, trust, or conversions, you are moving in the right direction. Otherwise, repeat in a strategic manner.