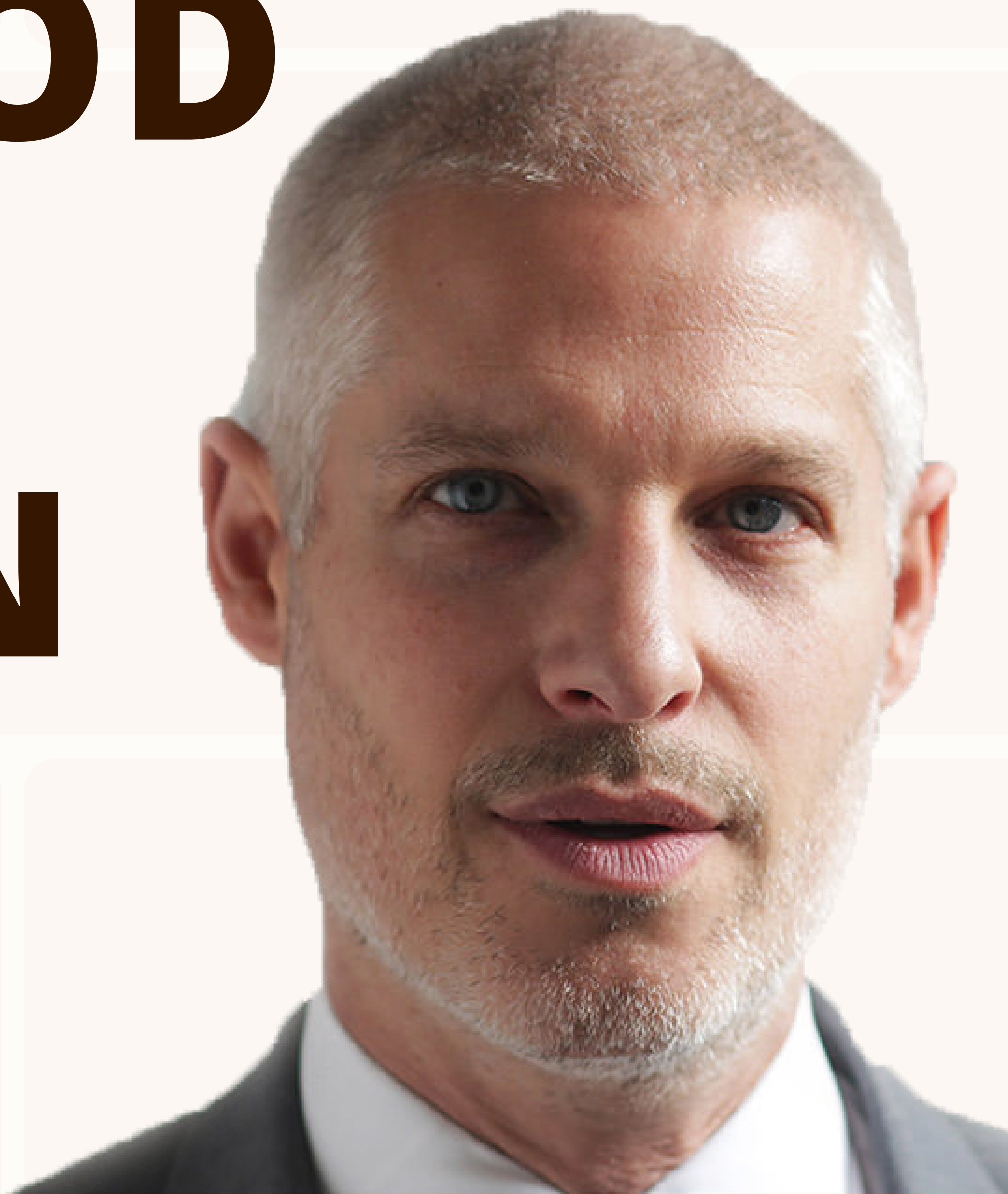


THE 3 RULES OF GOOD LOGO DESIGN

DESIGN TIPS BY
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1. APPROPRIATE

Logos should be appropriate in it's feeling. It doesn't need to say a whole lot.

2. DISTINCTIVE & MEMEORABLE

It has to be unusual enough to persist in our mind. It should pass the “doodle test.”

3. SIMPLE

Logos are displayed across various mediums in many different sizes. It needs to be able to be produced in every pixel size. For this reason, a good logo is one that's super, super simple.

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DESIGN TIPS**