

How to design a great food logo.

An unattractive name or bland logo design will not sell food, it's as simple as that.

A brand name must be short and catchy. Lots of letters does not a great logo make. Think of some of the most successful brands like Apple, Target, and Starbucks. One is a fruit, one is an object, and one is named after a character in Moby Dick. Their logos are fairly simple, none of them include words, and yet they're all extremely recognizable.



This one can be tough but there's no getting around it: you need to spend some money on producing quality images. In logo design, you get what you pay for. Hire a professional retail graphic designer who knows their stuff. And as cute as it is, do not use your kid's



drawing from 3rd grade. An experienced professional will know how to make your images blend seamlessly with your product and label design. Remember the saying, "you can put lipstick on a pig, but it's still a pig."

Define the brand hero and decide the personality. What do your clients get from buying your product versus the one next to it? Explore how to tell the story of your brand through images and fonts. An eye-catching typeface creates a unique appeal. For

example, a fishing boat company came to us wanting to feature a salmon as their main icon. The company's name had the word "seafood." We decided to draw a fish tail inside the cap of the S, combining type and images to quickly communicate what they were selling. Boom! Problem solved, awesome logo!



The main reason consumers pick up food products is the package design. Keep in mind the brand is the hero. If your logo is unique but unattractive, that's just as bad as a package design that looks good as all the rest on the shelf. However, make sure your different logo is what your customer wants. That will be the deciding factor between your product selling national or ending up in the discount section at WinCo.



☎ 425-513-8822
 ✉ service@ronhansen.com
 🌐 ronhansen.com