

NDIS Provider Logos

Job Template

nme.digital



Health Provider Assist

The three rules of good logo design

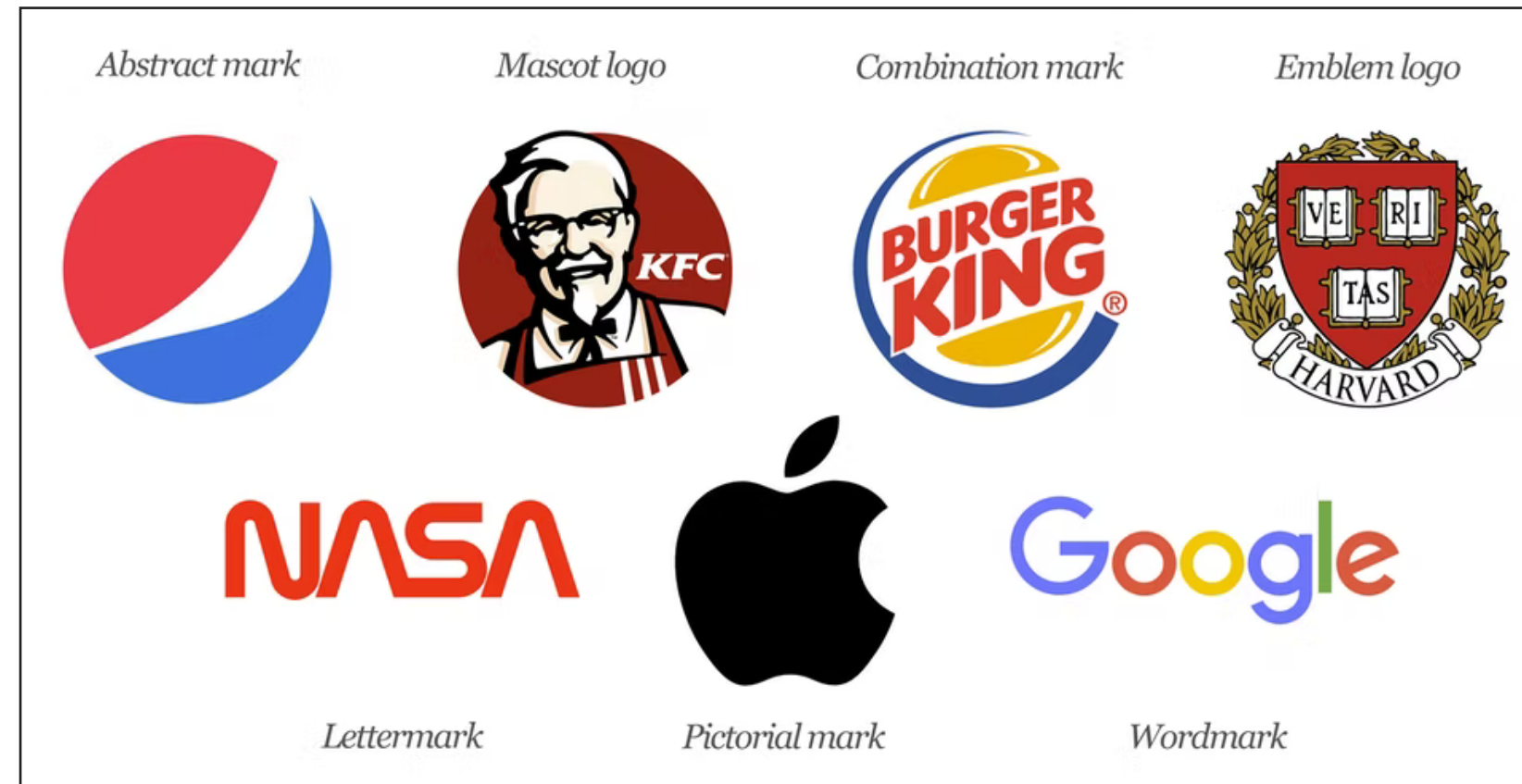
Simple

Memorable

Appropriate & Distinctive

- Sagi Haviv

logo is an image that symbolizes your business. But did you know there are 7 different types of logos?



Choose your logo type

1. Abstract logo marks

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form representing your business. A few famous examples include the Pepsi divided circle and the stripy Adidas flower. Abstract marks work well as all logo symbols because they condense your brand into a single image.



2. Mascot logo marks

Mascots are great for companies that want to create a wholesome atmosphere by appealing to families and children. A mascot is simply an illustrated character that represents your company. Often colourful, sometimes cartoonish, and almost always fun. Famous mascots include the KFC's Colonel and Planter's Mr Peanut.



3. Combination logo marks

A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other. Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand.




4. Emblem logo marks

These logos tend to have a traditional appearance that can make a striking impact. While they have a classic style, some companies have effectively modernised the traditional emblem look with logo designs fit for the 21st century (think of Starbucks or Harley-Davidson). A rule keeps your design uncomplicated, and you'll walk away with a strong, bold look that'll make you look like the consummate professional.



5. Lettermark

Monogram logos or letter marks consist of letters, usually brand initials. IBM, CNN, HP, HBO  Noticing a pattern, yes? They're the initialisms of a few famous businesses with rather lengthy names. With 2 or 3 words to remember, they've each turned to use their initials for brand-identification purposes.



6. Pictorial logo marks

A pictorial mark is an icon or graphics-based logo. It's probably the image that comes to mind when you think "logo": The iconic Apple logo, the Twitter bird, the Target bullseye. Each of these companies' logos is so emblematic, and each brand so established that the mark alone is instantly recognisable.



7. Wordmark

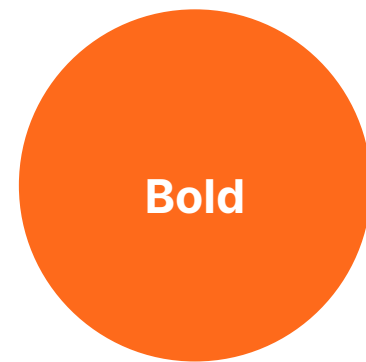
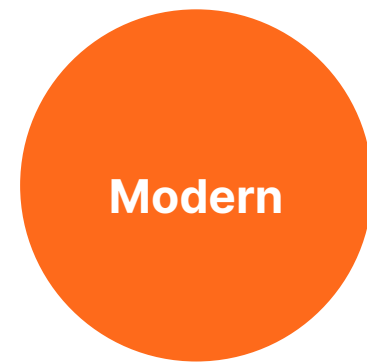
A wordmark is a font-based logo that focuses on a business's name alone, like a letter mark. Think Visa and Coca-Cola.

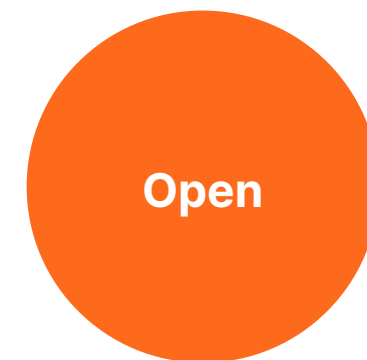
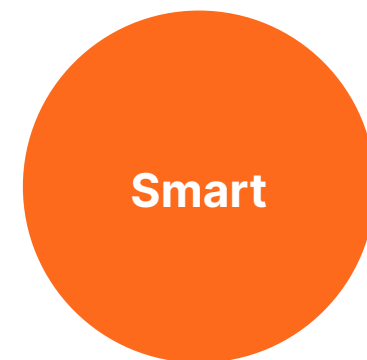
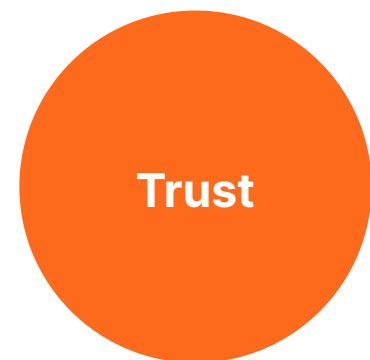
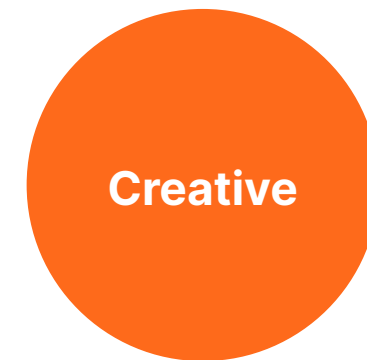
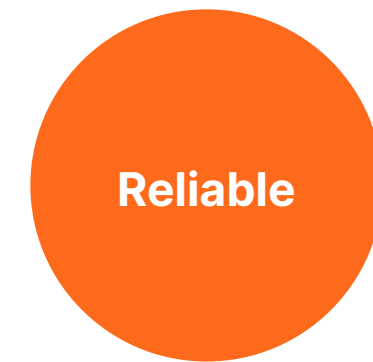
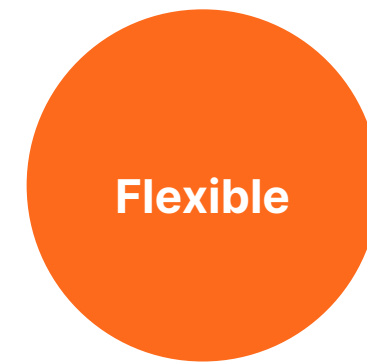
Wordmark logos work well when a company has a distinct succinct name. Google's logo is an excellent example of this. The name itself is catchy and memorable, so when combined with strong typography, the logo helps create strong brand recognition.



Now that you know what type of logo you would want its time to choose a style,
Style helps communicate your brand visually and because of that choosing the right keywords is crucial while designing your logo.

Pick a maximum of 5 keywords from the list that are most appropriate.





Everyone has heard of color psychology, which tells us that colors impact our emotions and behaviors. Yellow is cheerful (because the sun is bright and yellow!) and green is calming (like laying in the grass and looking up at a bunch of leaves is peaceful). But do these logo color “rules” really mean anything in business and branding?

Pick the colours from the list that are most appropriate.

Depth
Stability
Trust
Confidence
Calm

BLUE

Passion
Energy
Power
Determination
Immediacy

RED

Growth
Calm
Nature
Balance
Safety

GREEN

Joy
Attention
Fresh
Energy
Optimism

YELLOW

Enthusiasm
Success
Warmth
Creativity
Excitement

ORANGE

Sensitive
Caring
Emotional
Love
Sexuality

PINK

Royal
Power
Arrogant
Luxury
Wisdom

VIOLET

Pure
Innocent
Luxury
Security
Peaceful

WHITE

Bold
Power
Mystery
Elegance
Stability

BLACK

Questions to ask new clients before starting the project

It's vital that you have a thorough understanding of what the client wants before you even start to think about designing the logo.

Most of the time, you can achieve this by asking the right questions. Other times, you may need to navigate the client into discovering it for themselves.

Go through these carefully selected questions with your clients to ensure you both have a clear expectation of the desired outcome. Trust us, it will save you a lot of time and revisions if you do.

Goals

1. What is the goal for this logo?
 2. What is the one thing it's supposed to do?
-

Context

1. Where will this logo live?
2. What should the format be?
3. What platforms will it live on?
4. Who is your target audience?
5. What does your target audience care about?
6. What does your target audience need to see?
7. How do you want your target audience to feel after seeing the logo?
8. How would you describe your brand? e.g modern, confident.

9. What other logo examples accomplish similar goals?
 10. What do you like about them?
 11. What should we avoid when designing this logo and why?
 12. If they have a current logo, what needs to be preserved to maintain brand equity?
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Constraints

1. What are the parameters we need to work within for this project?
2. What should the logo look and feel like?
3. Are there brand guidelines we need to follow?
4. Are there any things we must do?
5. Are there any things we cannot do?

Common problem: complicated or misunderstood language

1. Ask clarifying questions until you get to the core of what they're saying.
2. If they use a specific word, e.g 'minimal' or 'clean' ask them what it means to them.
3. What does x mean to you?
4. What colors come to mind when you think about x?
5. What typography do you think relates to x? Ask for or give specific examples.
6. Ask one thing at a time, to get a thorough understanding.

More Discovery Questions

Ari: Keyword at the start is just a context.

How would you describe your company ??

Ari: In a few sentences tell me what your company is about?

Is there a story behind how your brand came about?

Ari: Is there a story behind the brand/business name?

What kind of services do you offer?

Ari: List the services you are going to offer NDIS and No NDIS?

Help me get more creative by explaining your company's scope of work.

Ari: Including your past work experience and your business model, what type of disabilities have you dealt with and age group. ?

Briefly, Tell me about your brand and vision.

Ari~~is~~ Tell us about your vision of your business, size and niche eg ~~is~~ dealing with autistic teenagers?



What is the unique Value proposition of your business?

Ari~~is~~ What is the unique value proposition of your business, what makes you different , unique (selling points)?

What are the features and benefits of your business?

Ari~~is~~ Is their features and benefits of your business that are different to others eg ~~is~~ Using diagnostic tools and equipment, specialised premises?

What is the goal of this logo?

Ari  What is the goal of your logo when people first see it? How do you want them to perceive you? Eg  large organisation , focused treatment

Pick a maximum of 5 keywords from the list that are most appropriate.

(Circles from the old pdf)

Ari  Choose your logo type 

Your logo is an image that symbolises your business. But did you know there are 7 different types of logos?

(Please read below and tell us two of the types of logos you would like examples on for your brand)

(Insert the logo types section of the old pdf)