



Does Your Logo Hold Water?

A Guide by Fullerton Strategies

Fullertonstrategies.com



BAD!



BAD!



BAD!



BAD!



PERFECT!

You've got one shot to make someone care. If your logo is bland, confusing, or screaming "designed in Microsoft Word," it's probably turning more heads away than toward you. First impressions matter—don't show up to the party in sweatpants.

A good logo isn't just "cool-looking." It should tell people who you are without a TED Talk. If your logo can't communicate your vibe, your values, or your purpose in five seconds or less, it's not a logo—it's a doodle. What were the London Games trying to say in their logo? 2072? 2019?....it was 2012

Your logo will live in wild places: tiny phone screens, giant signs, boring invoices, maybe even tattoos (dream big). If it falls apart when resized or stripped of color, it's dead weight. Flexibility isn't optional—it's survival. Pictured left is the original Apple Logo. Good to see that they've had some updates.

Logos aren't fashion statements. Sure, gradients and lowercase sans-serifs are hot right now—but what happens when they're not? A timeless logo ages like wine. A trendy logo ages like milk. Notice the gradient "glass" like look of the old MSN logo. Haven't seen it in a while.... for a good reason.

Nike, Apple, McDonald's. They don't need a name next to their icon. Can yours do the same? These titans of industry often live rent-free in your head from pure exposure, and we all aim to make something as iconic as their logos. However, If your logo vanishes into the crowd without its name tag, it's time for a glow-up.

**Still clinging to a leaky logo?
Let's fix that before your brand sinks.**

[Work with us] or [Book a free audit] and let's make your visual identity watertight.
We Can't Wait to Break Things with you.