

HOW TO DESIGN YOUR CHILDCARE LOGO

6 TIPS TO A GREAT DESIGN

Your logo should appeal to adults



THEY'RE YOUR CUSTOMERS

Designing a logo that looks like it's for children is a common mistake. It's okay to be playful and fun but make sure it appeals to parents. Children don't influence the childcare decision.

Keep it simple



TWO COLORS & AN ICON

Your logo should be easy-to-read and a quick glimpse into who you are. Too many colors and complicated illustrations make it hard to read and confusing.

Skip detailed illustrations



THEY ALIENATE PEOPLE

Using detailed people in your logo alienates those who don't look that way. Stick with iconography without identifying characteristics.

Choose colors carefully



COLORS CONVEY MEANING

Every color communicates something different. Blue says you're trustworthy, yellow communicates optimism, and orange says you're friendly. Make sure the colors you use are in line with your brand.

Review the font



FONTS HAVE MEANING TOO

Like colors, fonts convey something about your brand. Make sure it's easy-to-read and it appeals to your target.

Test your logo



SEE IT IN DIFFERENT SITUATIONS

Your logo needs to work in many different environments. Blow it up large and shrink it down to understand how it will appear on signage and on mobile. Test black and white versions of your logo as well.